

TASK 1 EDA

Deriving Business Insights

- ✓ Insight 1: Most customers are concentrated in a few regions, suggesting region-specific marketing campaigns could be beneficial.
- ✓ Insight 2: The top-selling products contribute significantly to revenue, indicating a focus on these items can maximize profits.
- ✓ Insight 3: Monthly sales trends show clear seasonality, offering opportunities for seasonal promotions.
- ✓ Insight 4: A small number of products account for a large portion of total sales, emphasizing the Pareto principle.
- ✓ Insight 5: Customer retention strategies should be designed for regions with declining sales