Assignment Tasks: Task 1: Exploratory Data Analysis (EDA) and Business Insights

Customer Insights

- Regional Distribution of Customers:

  - South America has the highest number of customers (59), followed by Europe (50), North America (46), and Asia (45).
- Monthly Signup Trends:

  - The monthly signups reveal a gradual growth, with peaks in April 2024 (10), September 2024 (11), and November 2024 (11).

Product Insights

1. Top Product Categories:

   - Books (26), Electronics (26), and Clothing (25) are the most popular product categories, closely followed by Home Decor (23).
2. Price Distribution:

   - The average price of products is $267.55, with most products priced between $147.77 (25th percentile) and $397.09 (75th percentile).

Revenue Insights

1. Total Revenue:
   The total revenue generated is $689,995.56.
2. Monthly Revenue Trends:

   - Highest monthly revenues are seen in July 2024 ($71,366.39) and September 2024 ($70,603.75).

Product Performance Insights

1. Most Purchased Products:
    ○ ActiveWear Smartwatch (100 units), SoundWave Headphones (97 units), and HomeSense Desk Lamp (81 units) are the top-selling products.