

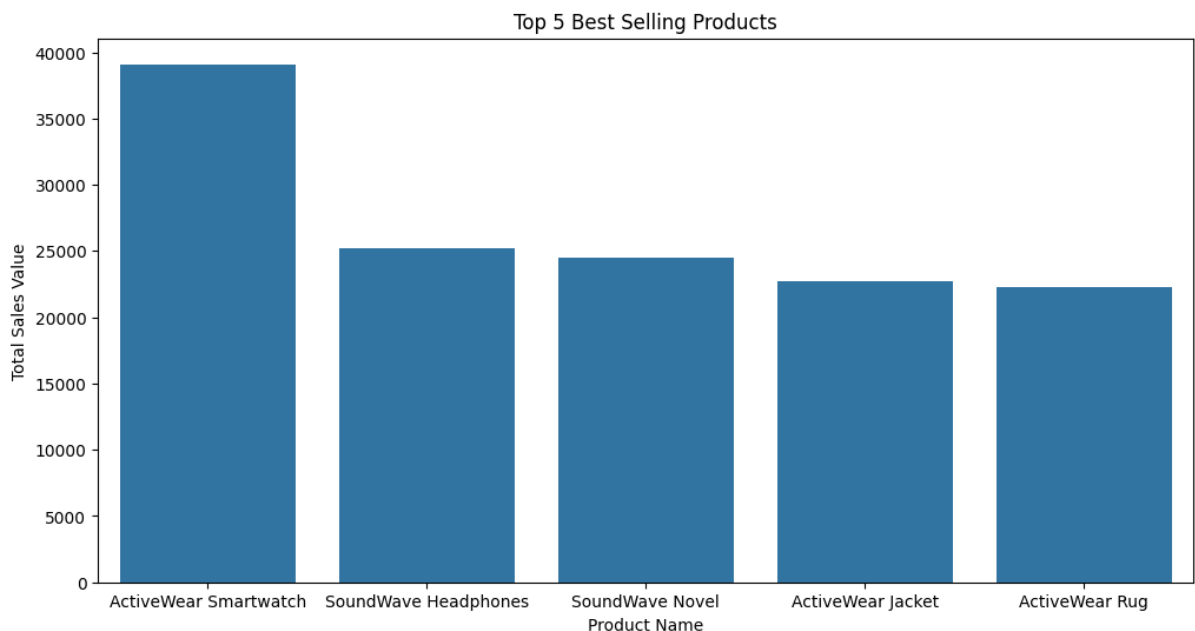
Business Insights

This report highlights the results of exploratory data analysis (EDA) of sales transactions, products, and customer data by providing valuable insights into managing inventories, marketing, and customer interaction. The analysis comprises the number of transactions, product categories, demographics, and sales patterns, with the objective of boosting revenue and retaining customers.

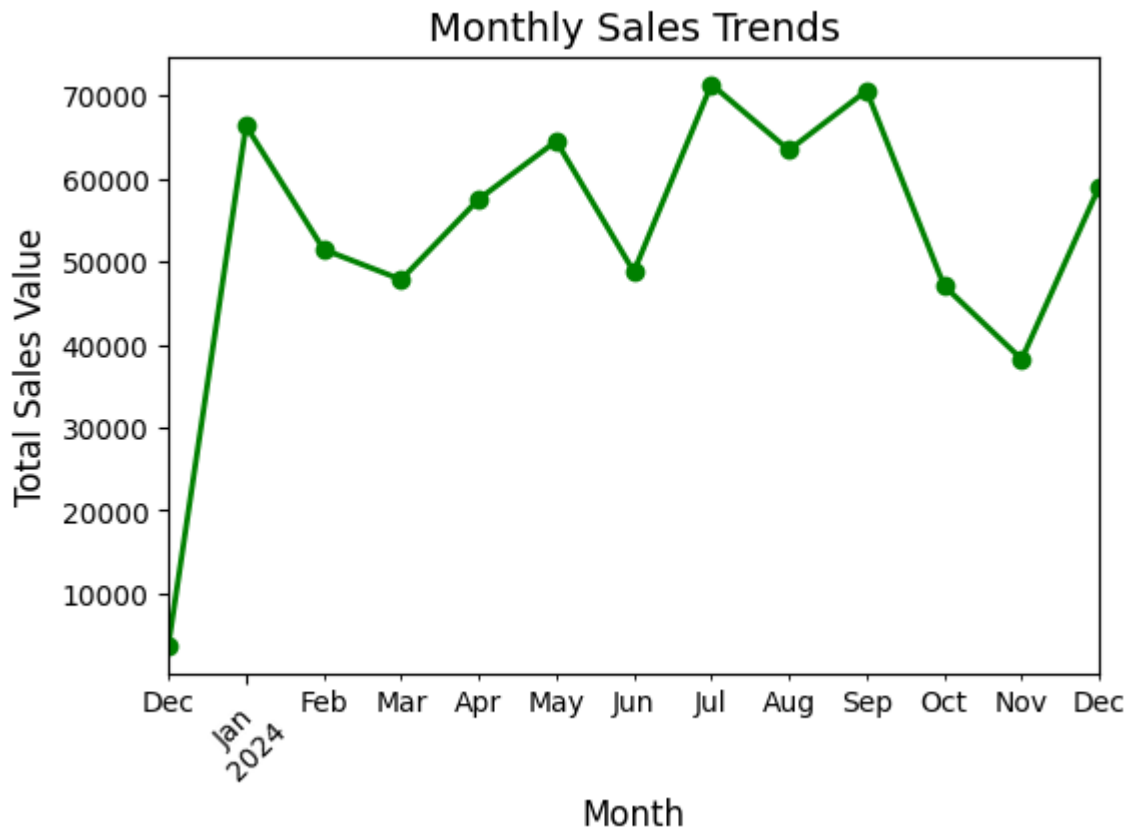
Top Selling Products

The ActiveWear Smartwatch is one of the top-selling products, generating a total revenue of \$39,096.97. The other top four products are SoundWave Headphones, SoundWave Novel ActiveWear Jacket, and Activewear Rug.

ActiveWear and Soundwave dominate others by generating high revenue.



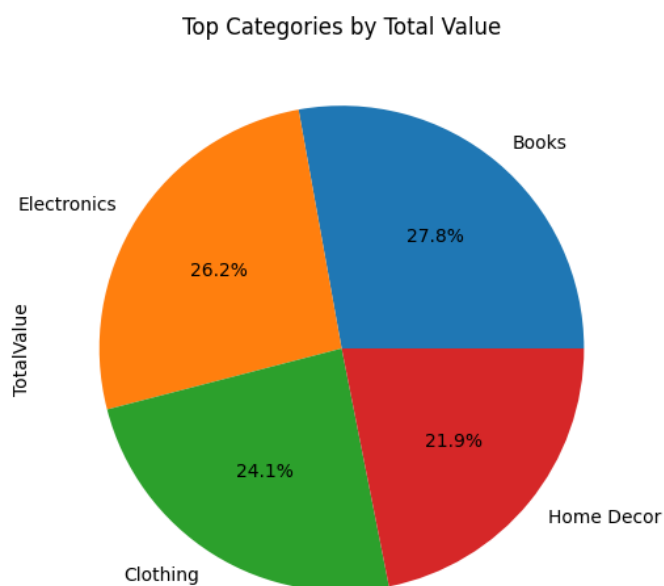
Monthly Sales Trends



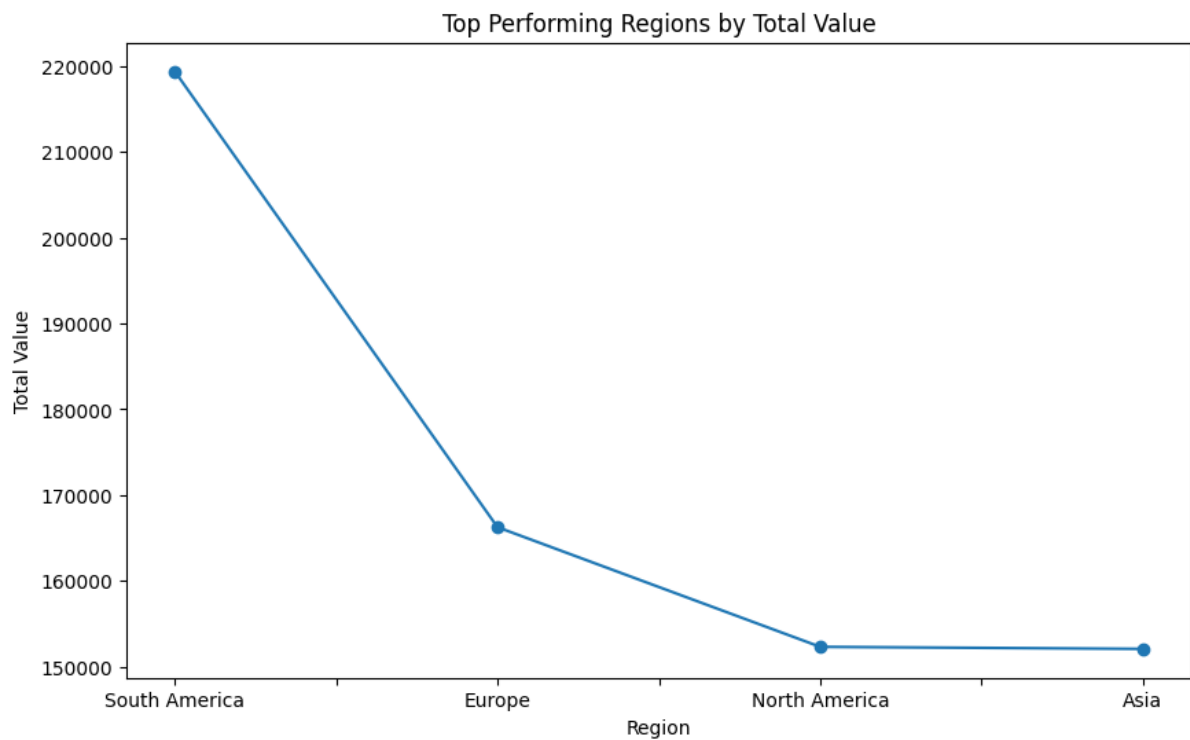
From the above graph, we can observe that sales fluctuate throughout the year, with significant spikes in January, August, and December. The spikes in these months are due to various reasons, such as the New Year and the holiday season.

Top Categories

The top-selling category is Books with a revenue of \$192,147.47 . Electronics, clothing, Home Décor stood next three top categories.



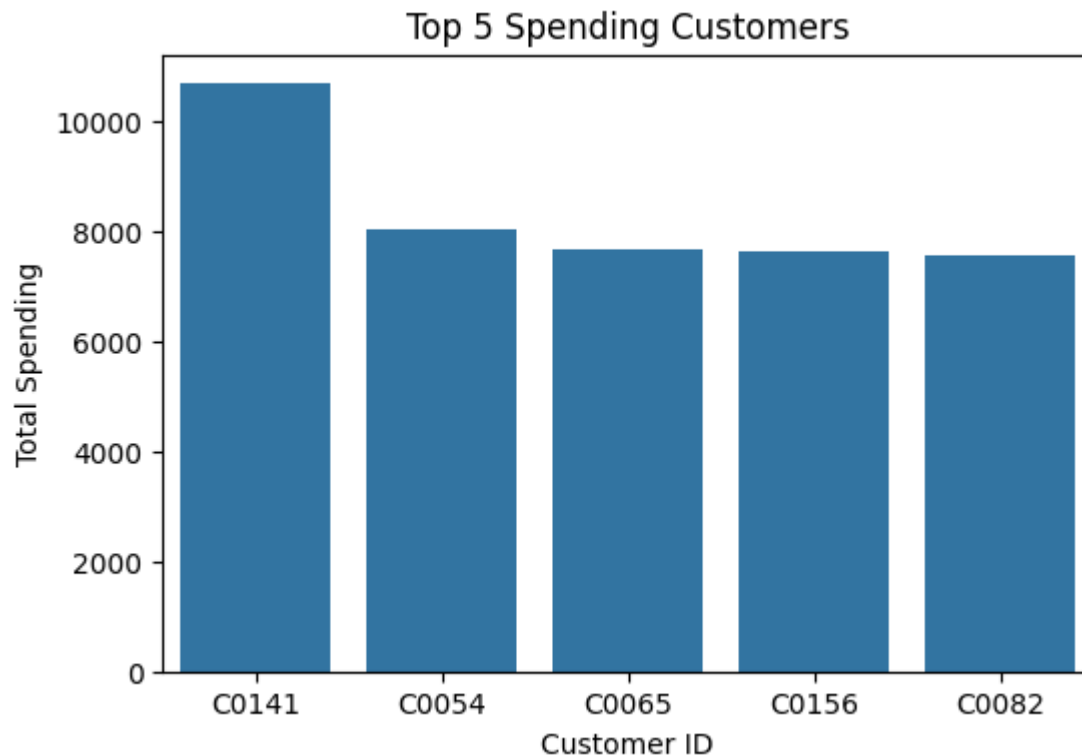
Top performing regions



South America is one of the regions generating the highest revenue with \$219,352.56. Europe ranks second.

Businesses should focus on regional trends, Local trends, culture and holidays to increase the sales.

Top spending customers



There are customers who consistently shop due to various reasons like trust in brand, quality of the product, discounts etc. By using these insights introducing similar products, customization in the products, and exclusive offers to these customers increases the revenue.

Sales data analysis provides actionable insights for significant business decisions. As it indicates monthly sales patterns , product performance, regional sales, and top-spending customers. Focusing on the sales peak periods may help businesses enhance their inventory and marketing efforts. Knowing effective product categories and regions facilitates effective allocation of resources and targeting of profitable markets. Keeping customers results in higher income, tailored actions may assist businesses retain users and capitalise on emerging opportunities in areas of revenue and product categories.