# Task 1 - Business Insights

1. **Most and Least Selling Products**

   The Top 10 Most Selling Products bar chart showcases the products with the highest quantities sold, represented by green bars. These products demonstrate strong sales performance, which can be valuable for inventory and marketing strategies. Understanding the most popular products helps in boosting supply chain management and focusing marketing efforts on high-demand items.

   On the other hand, the Top 10 Least Selling Products chart, with red bars, illustrates the products with the lowest sales figures. These products may require a re-evaluation of pricing, promotional strategies, or product offerings to address the lack of demand and reduce potential losses. Identifying underperforming products enables a more optimized product portfolio.

Top 10 Most Selling Products

Top 10 Least Selling Products
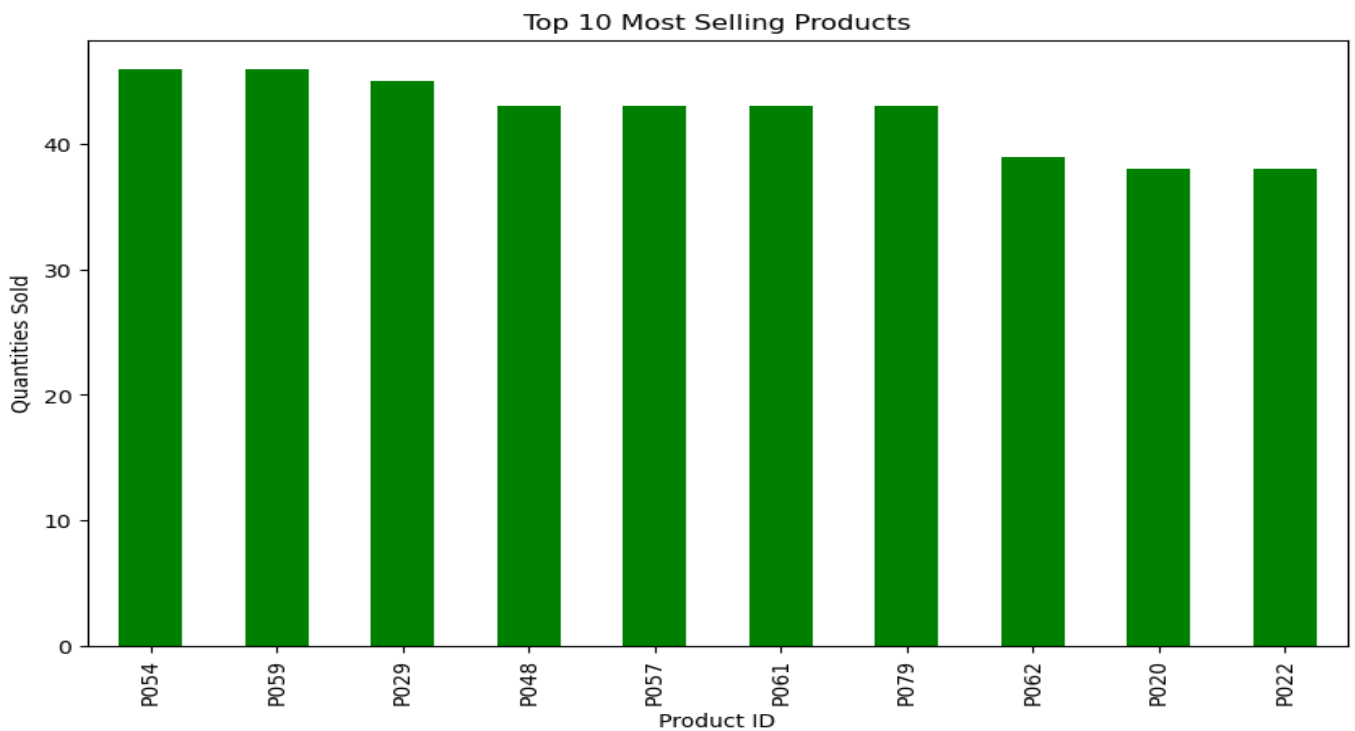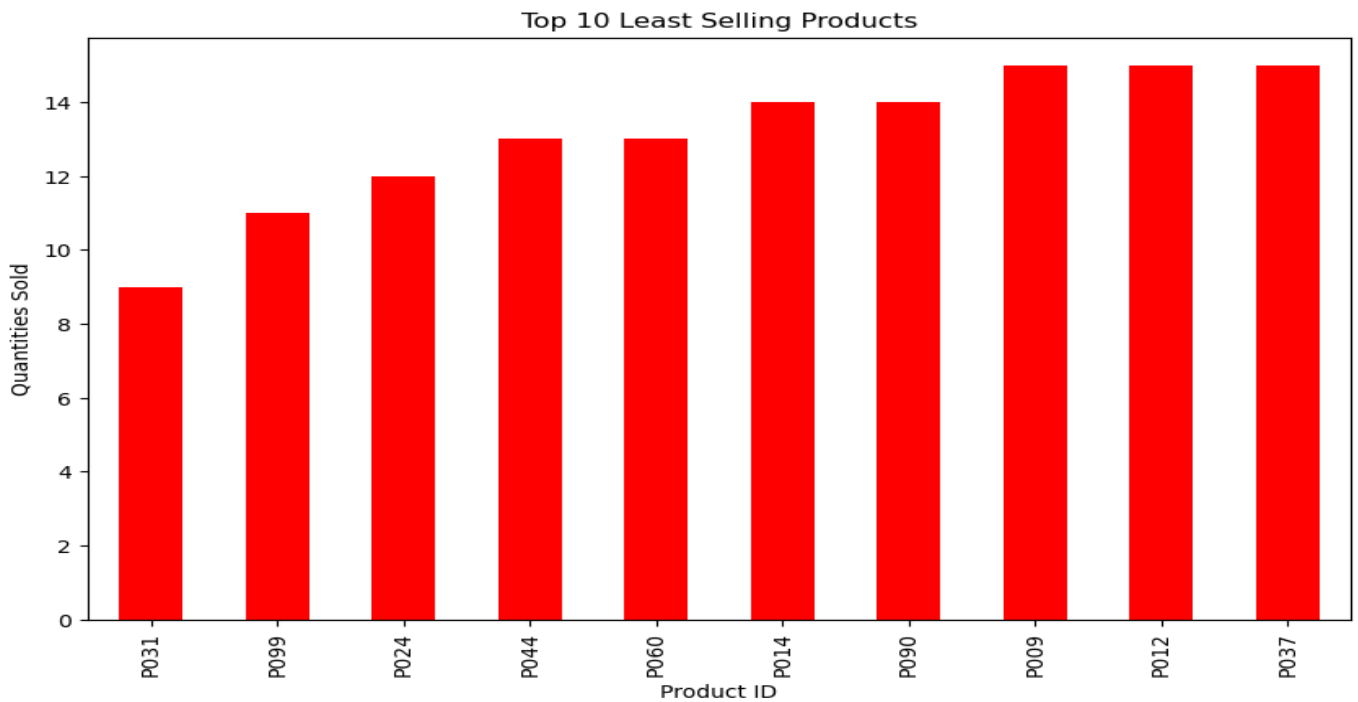
2. Monthly Sales Distribution

The Monthly Sales Distribution chart displays total sales for each month, with green bars representing the sales figures. It highlights peak sales periods, making it easier to identify high-demand and seasonal trends. This visualization offers valuable insights into sales fluctuations, helping with forecasting, inventory management, and strategic planning. The grid lines improve readability, allowing for easy comparison of sales performance across months, and supporting better decision-making for future sales strategies.


Monthly Sales Distribution

3. Top 5 Customers by Spending

The Top 5 Customers by Spending chart highlights the customers with the highest total spending, represented by purple bars. This helps businesses identify their highest-value customers, which is essential for targeted marketing and loyalty programs. By recognizing these key customers, companies can create personalized strategies to retain them and encourage repeat purchases. The grid lines enhance comparison, making it easier to assess spending across different customers. This visualization provides actionable insights for customer relationship management, enabling businesses to focus on high-value customers and optimize marketing efforts to maximize revenue.
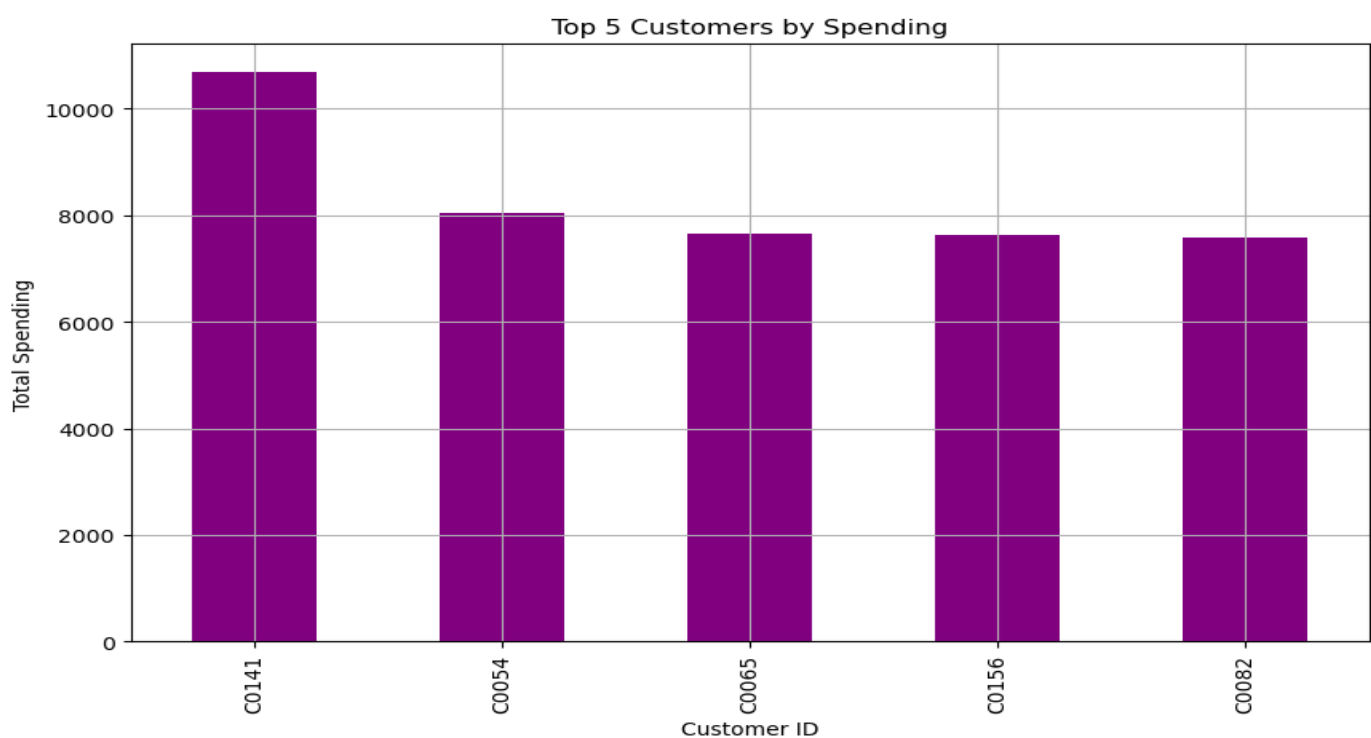
4. Sales by product category

The Sales by Product Category pie chart shows how sales are distributed across different categories. Each segment represents the total sales of a specific category, with percentages indicating their share of the overall sales. The chart helps identify the most profitable categories, allowing businesses to focus on areas of strong performance. The pastel colour palette enhances readability, making it easy to see each category's contribution. This visualization supports strategic decision-making by highlighting successful categories and suggesting adjustments for underperforming ones to optimize sales.

Sales by Product Category
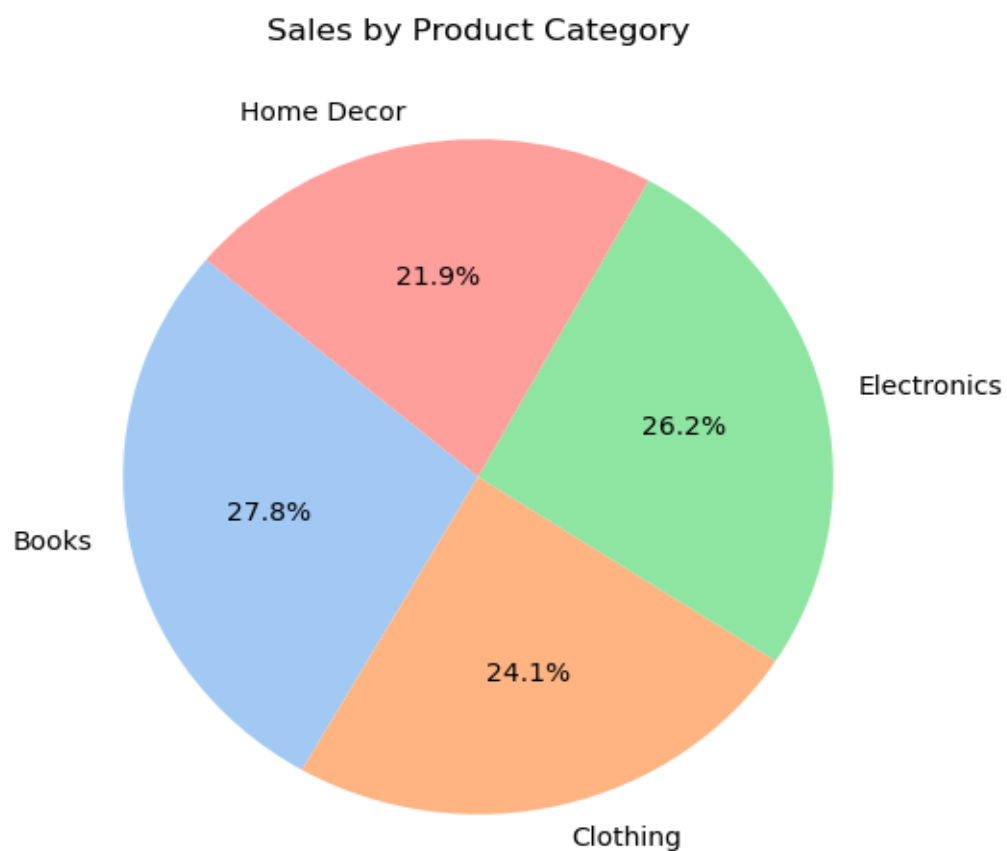
5. Monthly Revenue Growth Rate

The Monthly Revenue Growth Rate line chart tracks the percentage change in revenue month-over-month, with blue markers highlighting growth for each month. This chart helps identify periods of strong or weak performance by showing fluctuations in revenue growth. By monitoring these changes, businesses can better understand trends and take corrective actions if needed. The grid lines make it easier to compare monthly growth, while the markers emphasize significant changes. This visualization offers valuable insights into business performance, supporting strategic planning and decision-making for future growth.

Monthly Revenue Growth Rate