

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

- **Best-Selling Products:**

The "Active Wear Smartwatch" stands out as the top-selling product, with 100 units sold, indicating high demand and potential for further marketing investment.

- **Revenue Distribution by Region:**

South America emerges as the highest revenue-generating region, contributing over \$219,000, suggesting a strong market presence and potential for expansion in this region.

- **Customer Revenue Concentration:**

A small segment of high-value customers contributes a significant portion of total revenue, emphasizing the importance of targeted retention strategies for these key customers.

- **Seasonal Sales Trends:**

Sales consistently peak in mid-year, likely influenced by seasonal demand and promotional campaigns, highlighting opportunities for strategic marketing during this period.

- **Customer Base Growth:**

A steady increase in customer sign-ups indicates an expanding market reach, reflecting positive brand engagement and the need for enhanced customer retention efforts.