

## **Data Science Assignment – EDA Report**

### **Dataset Overview:**

The dataset comprises three files: Customers, Products, and Transactions. The analysis revealed patterns across product sales, customer behavior, and regional performance.

### **Business Insights:**

#### **1. Top-Performing Products:**

Products A and B drive 40% of revenue. Marketing efforts should focus on these.

#### **2. Regional Sales Distribution:**

North America leads with 50% sales share. Expanding in Asia may increase market penetration.

#### **3. High-Spending Customers:**

Customers C0005 and C0010 show high lifetime value. Loyalty initiatives are recommended.

#### **4. Seasonality in Sales:**

November and December show peak sales. Running promotions during this period is advised.

#### **5. Product Category Trends:**

Electronics dominate sales, while clothing shows growth potential. Seasonal collections are worth exploring.