

EDA Report

Overview

This report provides an exploratory data analysis of customer, product, and transaction datasets.

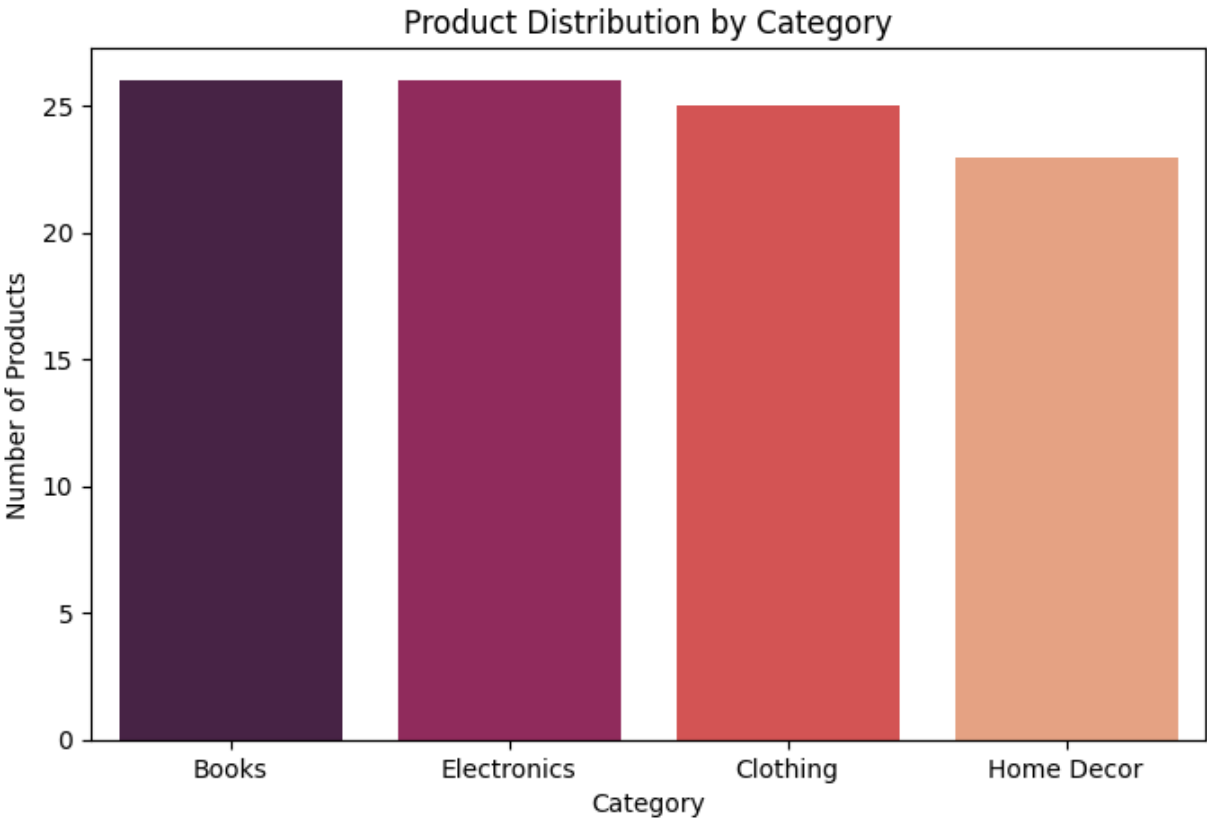
Data Cleaning

The datasets were checked for missing values, duplicates, and data types. Dates were converted to datetime format.

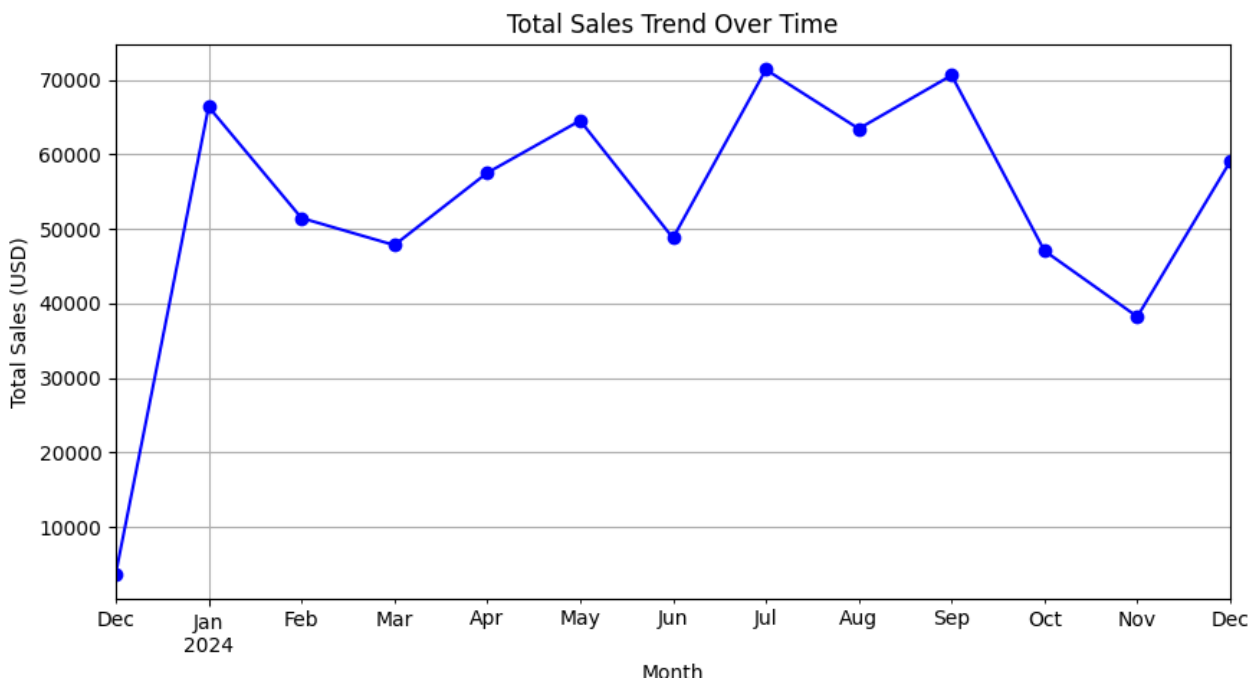
Visualizations

The following visualizations provide insights into customer distribution, product categories, sales trends, and top contributors to revenue.

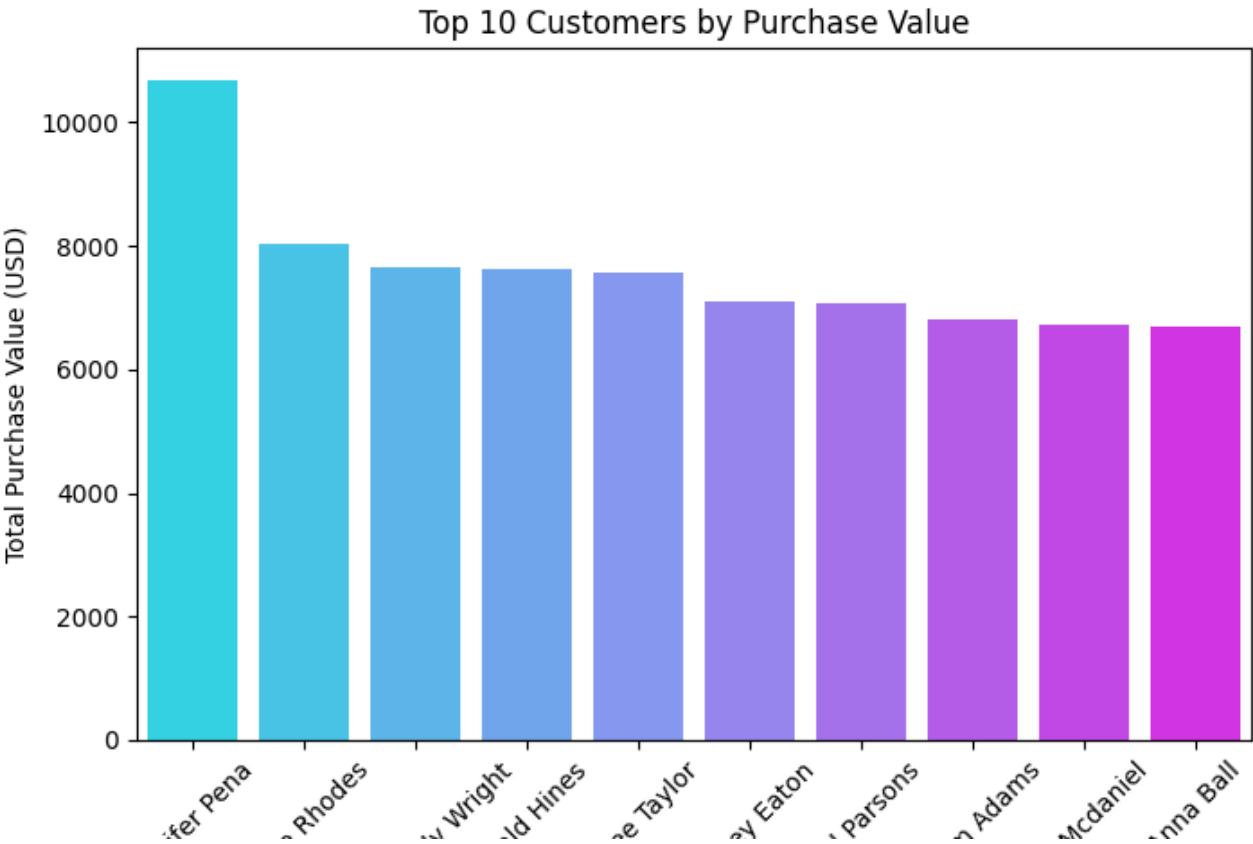




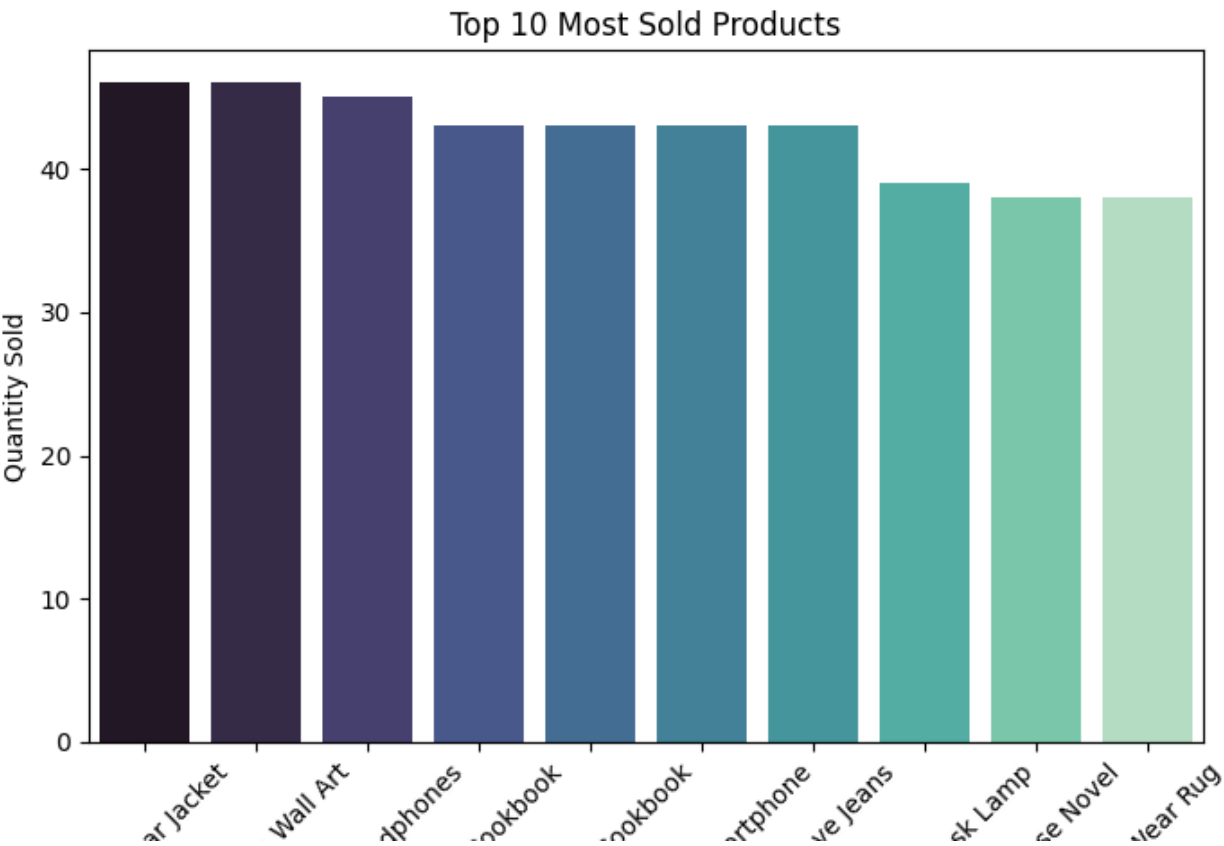
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Business Insights

- 1. Most customers are located in South America, which can guide targeted marketing campaigns.
- 2. The Books category is the most popular, suggesting potential areas for expanding inventory.

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3. Monthly sales trends show a spike during July 2024, indicating seasonal purchasing behaviors.
4. The top 10 customers contribute significantly to total revenue, emphasizing the importance of retaining these customers.
5. The most sold products include ActiveWear Jacket, HomeSense Wall Art, TechPro Headphones, TechPro Cookbook, SoundWave Cookbook, ActiveWear Smartphone, SoundWave Jeans, HomeSense Desk Lamp, HomeSense Novel, ActiveWear Rug, indicating their high demand and the need to ensure stock availability.