

Task 1: Business Insights

- 1) More number of customers are from the regions of South America and Europe, the main reason is the products are very well maintained and they provide discounts and good service to the customers in the regions of South America and Europe. North America and Asia is also performing well not as much as South America and Europe.
- 2) In the Category of products like Books, Home decor, Electronics and Clothing are equally performing well. In the future these products should improve very well by providing discount, make sure the product works very well.
- 3) In the category the sales of books are more compared to others. Electronics and clothing are intermediate performer. The sales of home decor is least. In this we can get to know the customers are showing interest in purchasing books, electronics and clothing.