

TASK-1

BUSINESS INSIGHTS :

1. The highest revenue-generating product, with a total revenue of \$39,096.97, is the **ActiveWear Smartwatch**, followed by **SoundWave Headphones** and **SoundWave Novel**, which indicates a strong customer demand for wearable technology and electronics.
2. Paul Parsons, Bruce Rhodes, Gerald Hines, William Adams, and Aimee Taylor are the top 5 customers contributing towards revenue, so giving discounts, etc., to these customers will help in the enhancement of retention and sales.
3. With 270 transactions, the Books category had the biggest sales volume, followed by Electronics. These findings indicate that expanding the range of products offered in these areas or launching sales campaigns could increase sales.
4. South America is the highest revenue region (\$219,352.56), indicating potential for expanding marketing campaigns and inventory in South America to increase its strong demand.
5. Peak revenue was observed in **July 2024 (\$71,366.39)** and **September 2024 (\$70,603.75)**, suggesting these months are high-performing periods, possibly due to seasonal sales or promotions. Planning sales and marketing campaigns around these months can maximize revenue, while **March, June, and October 2024 (\$38,224.370)** are low-revenue-generating months where we need to boost the sales.
6. A major area of transaction values lies between \$100 and \$500, indicating smaller-scale purchases are more frequent than high-value ones.
7. High revenue-generating months for the book category are Feb and May; electronics are July and Sep; clothing are Jan and Sep; and home decor is Mar and Dec. By focusing more in these categories in these particular months, we can increase profit.