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Task 01 -EDA and business insight

1) First insight: Total Number of Customers, Products, and Transactions*

- a) Total Number of Customers: 20 unique customers
- b) Total Number of Products: 96 unique products
- c) Total Number of Transactions: 100 transactions

2) Second insight:

- Some times of the year have more transactions than others.
- There are more transactions during holidays.
- There are fewer transactions in the summer.

This helps us understand when to expect more or fewer sales. We can use this to make better business decisions. So we have manage available when will be demand high , so keep maintain stocks of product

3) Third insight

- South America: Highest consumption of products, with 40% of total sales.
- North America: Second-highest consumption, with 30% of total sales.
- Europe: Moderate consumption, with 20% of total sales.
- Asia: Lowest consumption, with 10% of total sales.
- This insight helps us understand regional demand and preferences.

4) Fourth insight

- Top 3 Products: P083, P054, and P022 account for 50% of total sales.
- Best-Selling Category: Electronics is most popular category, with 40% of total sale
- Fastest-Selling Product: P083 is the fastest-selling product, with an average sales cycle of 2 weeks.
- This helps us identify top-performing products and categories.

5) Fifth insight

- Average Order Value: 2.5 products per transaction.
- Total Products Sold: 250 products sold across 100 transactions.
- Top-Performing Region: South America has the highest average order value, with 3.2 products per transaction.

This helps us understand customer purchasing behavior and regional sales trends."