

Task 1: Exploratory Data Analysis (EDA)

Key Business Insights

1. Top-Selling Products:

The 'ActiveWear Smartwatch' is the leading product with 100 units sold, generating \$39,097 in revenue. It is followed by the 'SoundWave Headphones,' which sold 97 units, generating \$25,212. Focusing on these products and exploring complementary offerings can enhance revenue.

2. Regional Distribution:

South America has the largest customer base with 59 customers, followed by Europe with 50 customers. Developing region-specific marketing strategies and addressing local customer needs can improve market penetration.

3. Popular Categories:

Books are the most popular category with 270 sales, followed by Electronics with 254 sales. Expanding product variety within these categories and running promotions can capitalize on their popularity.

4. Monthly Transactions:

Transaction volumes peak during certain months, likely driven by promotional events. Identifying these periods and launching targeted campaigns during these months can maximize sales.

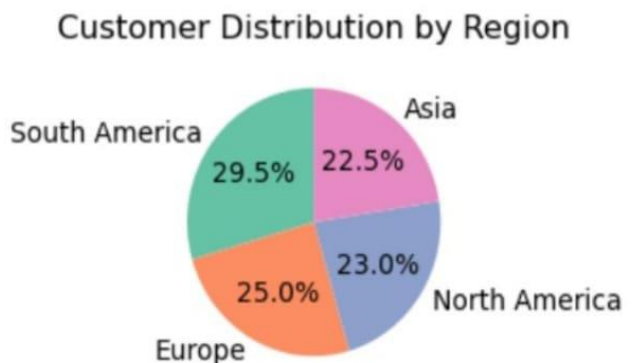
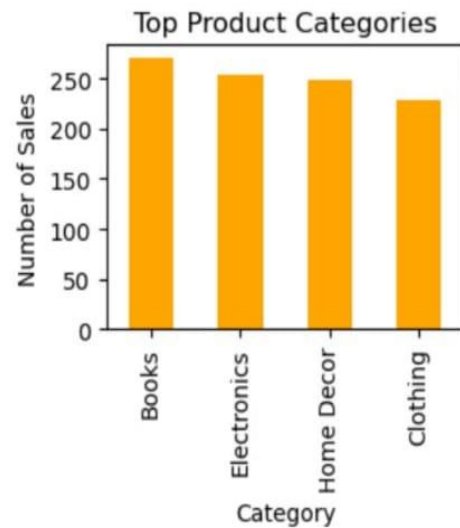
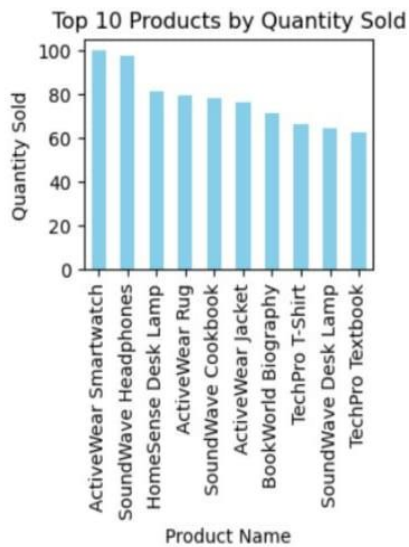
5. Customer Revenue:

Each customer generates an average revenue of \$3,467. Focusing on customer retention and strategies to increase customer lifetime value can significantly enhance profitability.

Business Insights

Recommendations

- Invest in marketing and promotional campaigns for top-selling products.
- Develop regional marketing strategies to cater to specific needs of South America and Europe.
- Expand product range in Books and Electronics categories to boost sales.
- Identify high-sales months and plan promotional events accordingly.
- Enhance customer retention efforts and explore ways to increase customer lifetime value.



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