Task 1: Exploratory Data Analysis (EDA) and Business Insights

Objective : The aim of this analysis was to explore the dataset comprising customer, product, and transaction information to extract meaningful insights, identify key revenue drivers, and suggest business strategies.

Business Insights:

1. **Top-Contributing Regions**
   The region contributing the highest revenue is **South America**, accounting for $219,352.56 (approximately 31.8% of total sales). This indicates that South America could be a focus area for targeted marketing and further expansion strategies.

2. **Best-Selling Products**
   The **ActiveWear Smartwatch** is the best-selling product, with a total of 100 units sold. Promoting this product further through discounts or bundled offers can boost sales even more.

3. **Revenue by Product Category**
   The **Books** category generates the highest revenue of $192,147.47, followed by **Electronics** at $180,783.50. Investing in promoting the Books category and expanding its product line may yield higher returns.

4. **Seasonal Revenue Trends**
   Monthly revenue peaks around **September 2024**, suggesting that this could be a seasonal demand period. Planning promotions or sales during this time can maximize profitability.

5. **High-Value Customers**
   The top customer, **Paul Parsons**, generated $10,673.87 in revenue. Implementing loyalty programs for high-value customers like Paul could enhance retention and foster repeat purchases.

6. **Low-Performing Products**
   Products in the **Home Decor** category contribute the lowest revenue of $150,893.93 among all categories. A reassessment of the product offerings and potential restructuring for this category might help improve profitability.

7. **Customer Activity Patterns**
   On average, customers make **2.5 transactions** per year, spending approximately **$689.99 per transaction**. Efforts to increase transaction frequency through personalized recommendations and cross-selling could drive higher overall sales.