

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

1. Regional Distribution of Customers:

- South America has the largest customer base, followed by Europe, North America, and Asia.
- This indicates a strong presence in South America, which could be leveraged for regional campaigns.

2. Signups Over Time:

- The highest number of signups occurred in 2024, showing an upward trend in customer acquisition.
- This suggests growing interest and successful marketing efforts in recent years.

3. Product Categories:

- Electronics and Books are the top-performing categories in terms of the number of products.
- These categories should be prioritized for inventory and marketing strategies.

4. Sales Trends Over Time:

- Monthly sales show consistent growth, with occasional spikes during certain months.
- These spikes align with seasonal promotions or festive periods, highlighting the importance of targeted marketing during these times.

5. Top Products by Sales:

- A small percentage of products contribute to a large portion of sales revenue.
- This Pareto principle (80/20 rule) suggests focusing on high-performing products to maximize revenue.