

Assignment Tasks:

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

- 1. Perform EDA on the provided dataset.**
- 2. Derive at least 5 business insights from the EDA.**
 - Write these insights in short point-wise sentences (maximum 100 words per insight).

Deliverables:

- A Jupyter Notebook/Python script containing your EDA code.

The code is in github :

<https://github.com/Rahul46802/Data-Science-Assignment-eCommerce-Transactions-Dataset>

- A PDF report with business insights (maximum 500 words).

Business Insights Derived from the Chart:

1. Regional Dominance in Customer Base:

- South America has the highest number of customers among the four regions. This suggests that the company has the largest customer base in South America and may focus on maintaining or increasing sales efforts there.

2. Balanced Customer Distribution Across Other Regions:

- Asia, North America, and Europe have relatively similar customer counts, indicating a balanced presence. These

regions offer potential for tailored marketing strategies to maximize sales.

3. Opportunities for Regional Expansion:

- The company can investigate regional-specific purchasing trends in Europe, Asia, and North America to identify unique preferences and drive further growth.

4. Importance of Targeted Marketing:

- South America's lead suggests a strong customer connection, possibly due to effective regional strategies. Replicating these in other regions may help boost customer acquisition.

5. Diversification of Marketing Resources:

- The relatively balanced distribution outside South America suggests the need for diversified marketing efforts. This avoids over-reliance on one region and mitigates risks associated with regional market fluctuations.