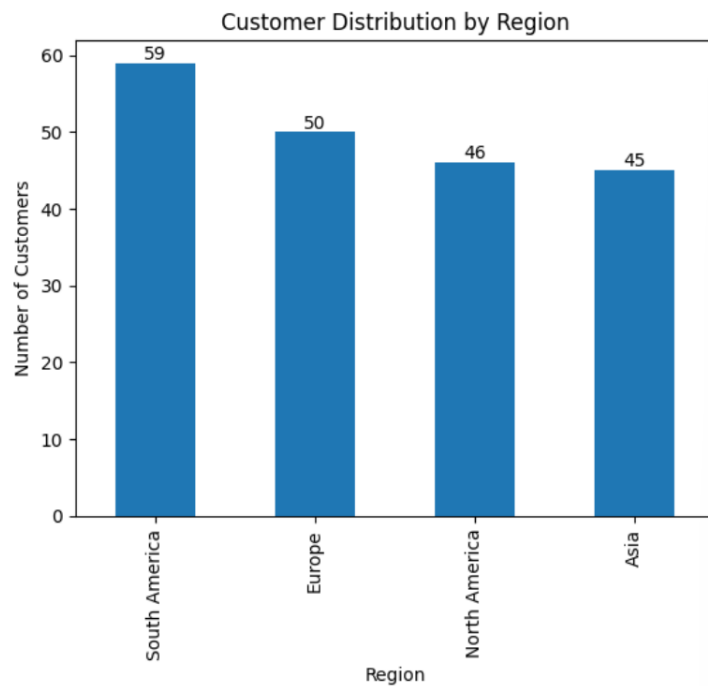# TASK - 1

5 Business Insights FROM Exploratory Data Analysis (EDA)

1. Customer Distribution by Region:


> ➢ South America is the top-performing region with 59 customers, it has the highest number, showing strong market presence.
>
> ➢ Europe has room for growth, it has 50 customers, which is good but still behind South America. Can consider investing in marketing or efforts to attract more customers leads to fill the gap.
>
> ➢ North America and Asia need improvement. These regions are close, with 46 and 45 customers respectively. They might benefit from specific strategies, like promotions tailored to each region, to increase customer interest.

2. Top 10 Products by Total Sales:
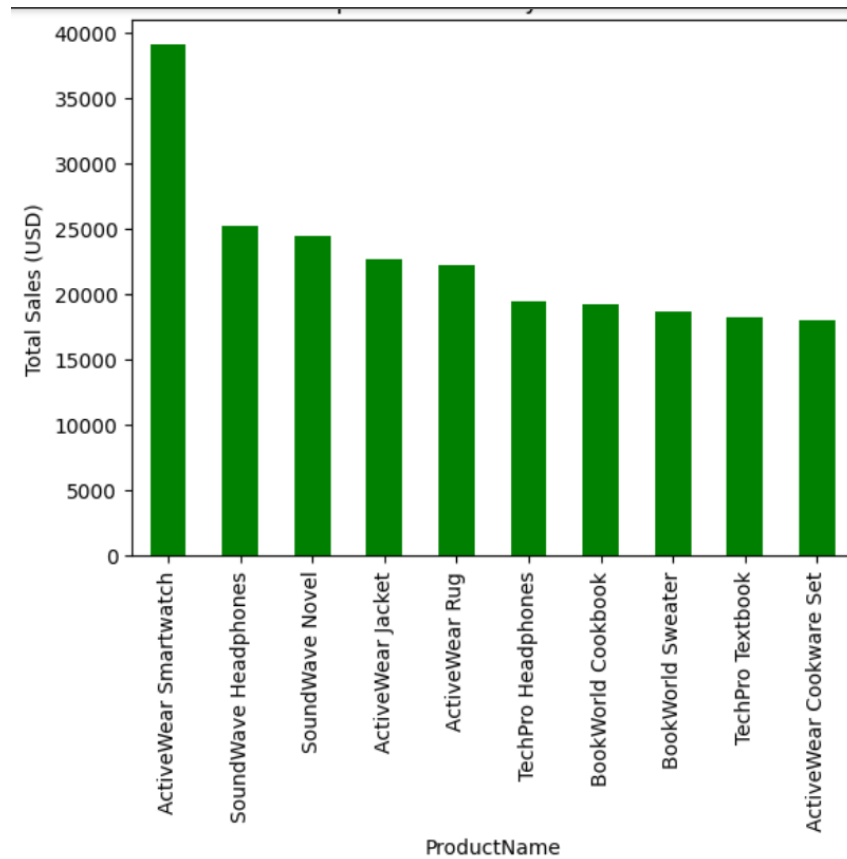
- ➢ Activewear Smartwatch showing highest sales than other products, suggesting that it is the company's top-selling product and a key revenue driver.
- ➢ Products like Activewear Rug, TechPro Headphones and other have steady but moderate sales.

3. Average Transaction Value by Region:
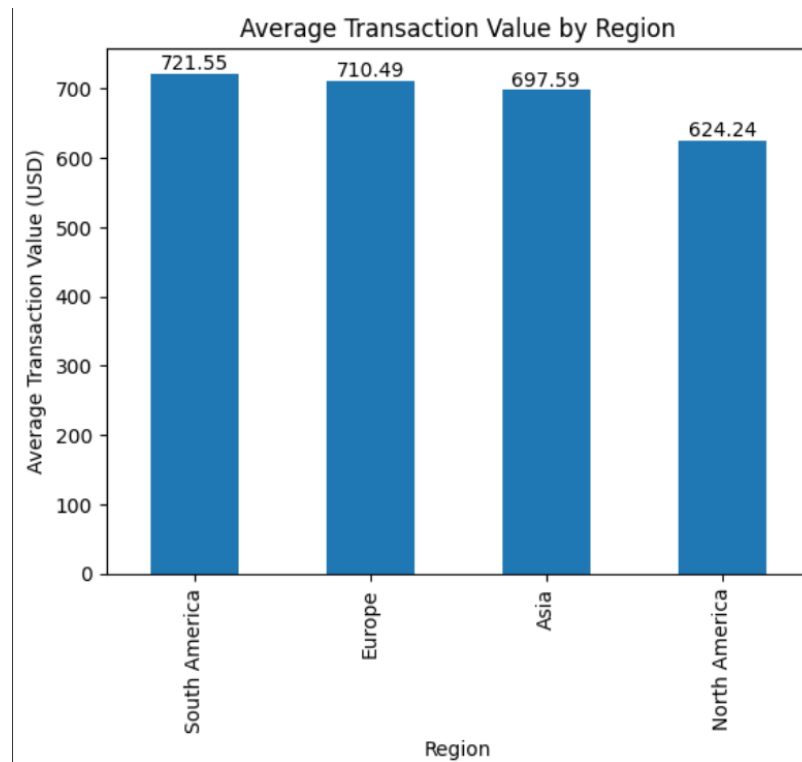
> ➢ South America has the highest transaction value around $721.55 which shows the region's strong purchasing power.
> ➢ Europe and Asia showing average transaction vales when compared to south America around $710.49 and $697.59.
> ➢ When compared North America has the lowest average transaction value of $624.24.

4. Monthly Transaction Trends:
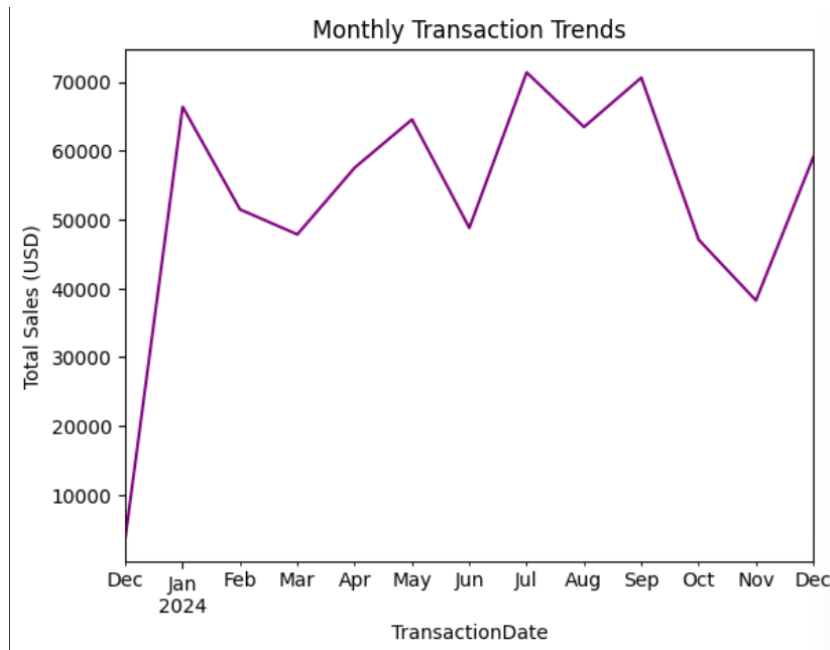
➢ Observing the line chart January shows a rise in total sales, from April to august sales shows minor fluctuations but a noticeable drop in October indicates potential challenges.

➢ Sales recovered in December, there is a rise in sales that may be due to holiday shopping.

5. Top 10 customers by life time value:

Top 10 Customers by Lifetime Value
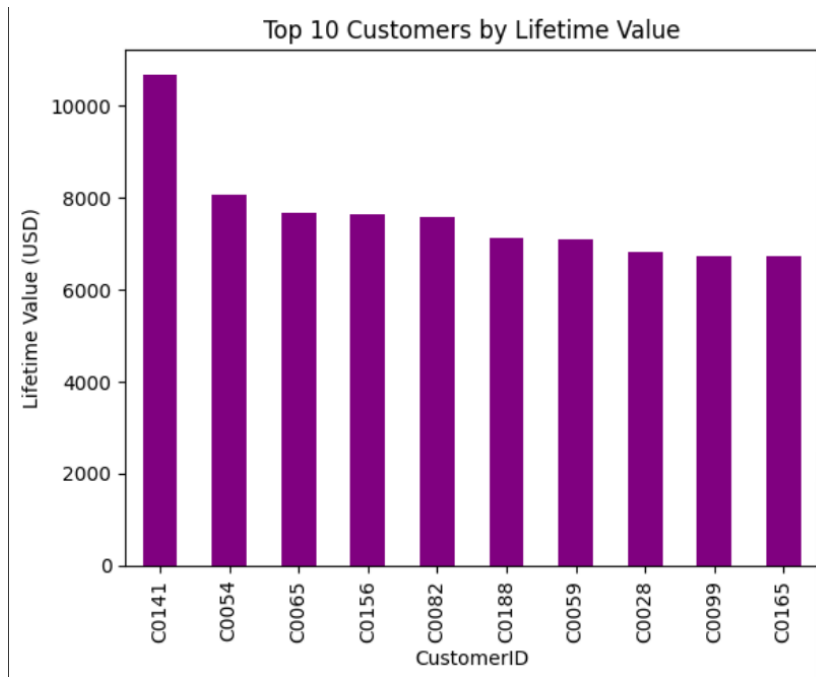
➢ The customer C0142 expected to have the highest lifetime value, so focussing on personalized services can be helpful.

➢ These top 10 customers collectively can generate significant revenue.