

Task 1: EDA and Business Insights:

1. Top Regions Contributing to Revenue

- Customers from the **South America** region contribute the most to total revenue, followed by **Europe**.
- Insight: Focus marketing and promotional efforts in these regions to maximize revenue potential.

2. Best-Selling Product Categories

- The **Electronics** category has the highest number of transactions and revenue contributions.
- Insight: Expand inventory and promotional campaigns for Electronics to leverage its popularity.

3. Customer Signup Trends

- Although there was a dip in the signups from 2022 to 2023, a **steady increase** was observed from 2023 onwards, especially in quartile 4 (Q4).
- Insight: Leverage seasonal trends by running targeted campaigns to acquire new customers during Q4.

4. Most Sold Product

- **SmartWatches** are the highest sold Products
- Insight: Invest more in the product to provide varieties and continue customer support

5. Highest Sales Volume

- **Highest Sales** were produced by **ActiveWear Smartwatch**.
- Insight: Divide and accommodate budget and maintain strong ties with ActiveWear