TASK-01

Business Insights from Exploratory Data Analysis

1]. Average Transaction and Quantity: The average transaction value is 59,494.73 rupees, with an average quantity of 2.5 items per transaction. Prices of products range from 1,386.48 to 42,918.82 rupees, highlighting a
wide price range across different product categories.

2.] Regional Distribution of Transactions: South America leads with 304 transactions, followed by North America (244), Europe (234), and Asia (218). This suggests stronger customer engagement in the Americas.

3.] Top Revenue-Generating Product Categories: The highest revenue comes from Books (1,65,55,049.41 rupees),followed by Electronics (1,55,20,385.59 rupees), and Clothing (1,43,13,225.50 rupees). These categories appear to drive the bulk of revenue.

4.] Most Popular Products: The 'ActiveWear Smartwatch' (100 units), 'SoundWave Headphones' (97 units), and 'HomeSense Desk Lamp' (81 units) are the most frequently purchased products, indicating consumer preferences for electronics and home goods.

5.]Revenue Trends Over Time: A peak in revenue is observed in January 2024 (56,90,793.33 rupees), possibly due to seasonal promotions or sales events, with revenue stabilizing in subsequent months.