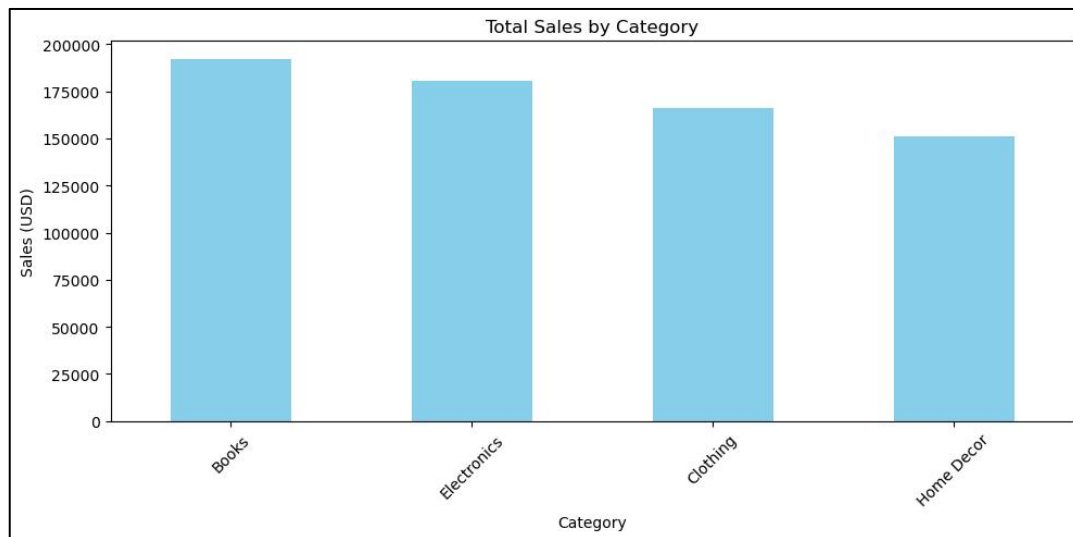


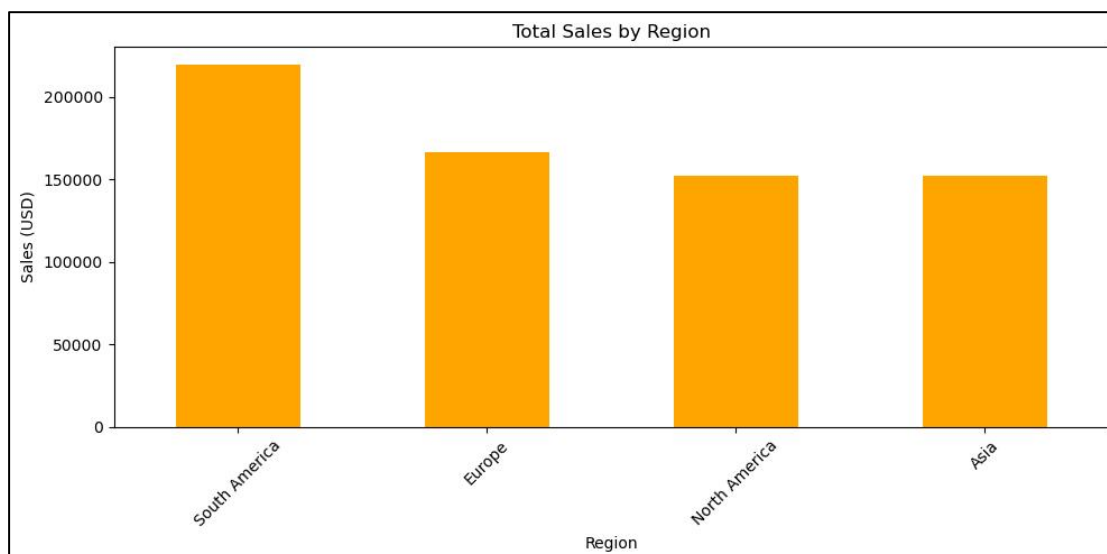
Data Science Assignment: eCommerce Transactions Dataset

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

1. After comparing Category vs Sales, Books have the highest total sales, reaching around 200,000, while Home decor has the lowest sales, staying between 150,000 and 175,000. This shows that books make the most money, and home decor earns the least.

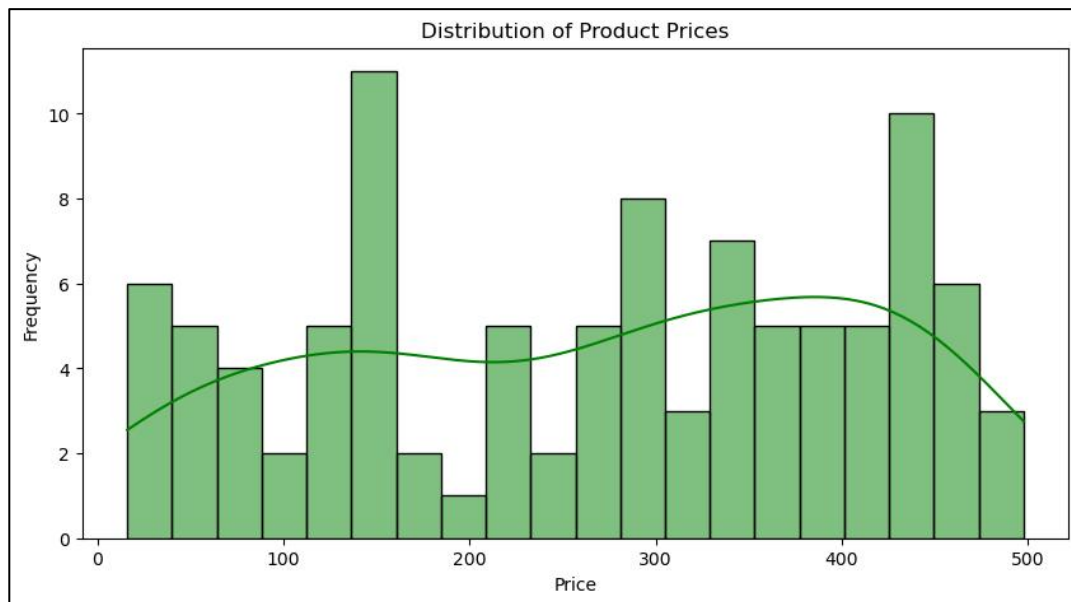


2. South America has the highest total sales at 219,000, followed by Europe with 166,000, North America at 152,000 and Asia at 152,000. This shows that South America leads in sales, while North America and Asia have comparable but lower sales, and Europe falls in between.

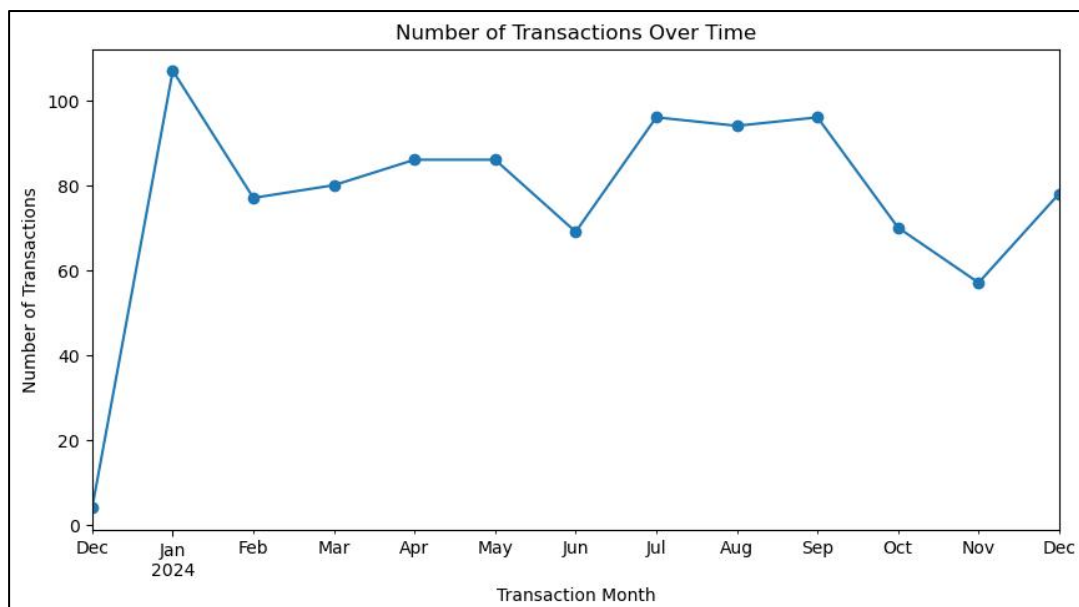


3. The top 10 customers show significant variations in their total purchase amounts, with Paul Parsons leading at 10,674, and Juan Mcdaniel at the lowest with 6,708. The average total sales for these top customers is around 7,735. This suggests that while there's some variation in total sales, most of the top customers' purchase amounts hover around the average, with Paul Parsons being the clear outlier.

4. Distribution of product prices show that more products are either low costed in between 100 to 200, or highly costed above 400.



5. Trend of transaction over the year shows a climb in transactions in January and decline in transactions in November. This might be a seasonal trend.



6. By comparing which products is getting sold the most in each region, we can identify that Asia has more BookWorld Sweater sales, Europe has more BookWorld Cookbook sales and North America and South America have same product dominating the sales, which is ActiveWear Smartwatch.

