

TASK 1: EDA Report

Key Business Insights:

1. Top Regions by Sales: The region with the highest total sales is South America, followed by Europe, North America and Asia. This highlights potential for targeted marketing in these regions.

2. Most Popular Products: The top-selling product is 'ActiveWear Smartwatch', with the highest quantity sold. Seasonal trends indicate a rise in demand during Q2.

3. Monthly Sales Trends: Sales peak during the months of November and December, indicating a strong holiday season impact.

4. Top Spending Customers: Customer ID C0040 tops the list of average spending per transaction, indicating a high-value customer.

5. Revenue by Product Category: The 'Books' category generates the highest revenue, followed by 'Electronics', 'Clothing', 'Home Decor'. Investing in these categories could boost overall sales.

Recommendations:

- Focus marketing efforts in high-revenue regions (South America and Europe).
- Prepare for increased demand during Q2 and holiday seasons.
- Expand product lines in Books and Electronics categories.