

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

Business Insights

1. Regional Revenue Distribution

- South America is the highest revenue-generating region, contributing \$219,352.56 to total sales, followed by Europe, North America, and Asia.
- This indicates a strong customer base or purchasing power in South America.

2. Popular Products

- The ActiveWear Smartwatch is the most purchased product, with 100 units sold, followed by SoundWave Headphones (97 units).
- These products dominate their respective categories, showcasing high demand and profitability.

3. Category-Wise Sales Trends

- The Books category leads in revenue, generating \$192,147.47, followed by Electronics and Clothing.
- Diversifying the product portfolio within the Books category can further drive revenue.

4. Order Value by Region

- Customers from South America have the highest average order value (\$721.55), indicating a tendency to purchase premium products or bulk quantities.

- In contrast, North America has a relatively lower average order value (\$624.24).