

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

Business Insights:

1. South America is both the highest revenue-generating region and the one with the most customers. This is possibly due to effective marketing and pricing strategies.
2. Electronics are the most sold products but contribute less to revenue compared to books. This suggests electronics are priced lower or sold in smaller quantities per transaction.
3. Books generate the highest revenue despite lower sales volume compared to electronics. This indicates books are higher-priced or purchased in bulk.
4. The surge in customer signups at the end of 2024 may be linked to holiday seasons or targeted marketing campaigns.
5. South America's top category, books, drives the highest revenue, while North America's top category, electronics, contributes the least. This underlines regional differences in product preferences and purchasing behaviour.
6. The majority of transactions are low-value, indicating a market dominated by smaller purchases. This suggests a customer base that prefers frequent, smaller transactions over fewer, high-value ones.