

TASK-1

Business Insights:-

1. **Regional Distribution of Customers:** A large proportion of customers are concentrated in specific regions such as South America and Asia, indicating potential for targeted regional marketing campaigns.
2. **Product Category Popularity:** Categories like Electronics, Books, and Clothing dominate the product dataset, signaling key areas of consumer interest and potential inventory optimization.
3. **High-Priced Products:** Certain product categories, such as Electronics and Clothing, have significantly higher average prices, presenting opportunities to promote premium products to affluent customer segments.
4. **Repeat Transactions:** Analysis of transaction data shows customers purchasing the same product multiple times, suggesting strong brand loyalty for specific items.
5. **Seasonality Trends:** Transaction dates reveal higher sales during specific months or seasons, enabling the business to plan targeted promotions during peak times.
6. **Low-Selling Products:** Products in categories like Home Décor appear less frequently in transactions, highlighting opportunities to reevaluate inventory or marketing strategies for these items.
7. **Customer Retention Opportunities:** Signup dates indicate a steady influx of new customers. Retention programs, such as loyalty discounts or exclusive offers, can help sustain long-term engagement.