

PDF Report With Business Insights

Data Insights:

- Three CSV files contain no null values.
- Customer File: 200 entries.
- Product File: 100 entries.
- Transaction File: 1000 entries.

Business Insights:

1. Area wise product sales data

- **Asia:** Most sold product: Home Sense T-shirt (25 units), total value: \$5,376.25.
- **Europe:** Most sold product: Active Wear Rug (30 units), total value: \$12,521.70.
- **North America:** Most sold product: Sound Wave Headphones (28 units), total value: \$7,379.40.
- **South America:** Most sold product: Active Wear Textbook (38 units), total value: \$12,814.36.
-

2. Region Wise Customer Distribution

- From South America total number of customers is 59
- From Europe total number of customers is 50
- From North America total number of customers is 46
- From Asia total number of customers is 45

3. Region wise highest product category Sold

Asia:

- Most sold: Clothing (166 units).
- Second most sold: Home Décor (142 units).

Europe:

- Most sold: Home Décor (167 units).
- Second most sold: Books (165 units).

North America:

- Most sold: Books (155 units).
- Second most sold: Electronics (153 units).

South America:

- Most sold: Books (241 units).
- Second most sold: Electronics (198 units).

4. Total value Errors in the data

- In the Transactions data there are 88 entries has mistakes
- After removing these error rows then the cleaned data has 992 transaction details

5. Markets Analysis:

- **Asia:** No market for Books.
- **North & South America:** High market for Books and Electronics.
- **Europe:** High market for Home Décor and Books.