PDF Report With Business Insights

Report on the data sets:

- ➢ Three CSV files doesn't have any null values
- ➢ Customer File has 200 entries
- ➢ Product File has 100 entries
- ➢ Transaction File has 1000 entries

Business Insights:

1. Area wise product sales date

- In Asia region maximum sold product is Home Sense T-shirt, sold 25 items, total value of this transaction 25*217.05=5376.25
- In Europe region maximum sold product Active Wear Rug, sold 30 items, total value of this transaction 30*417.37=12521.7
- In North America region maximum sold product is Sound Wave Headphones, sold 28 items, total value of this transaction 28*263.55=7379.4
- In South America region maximum sold product is Active Wear Textbook, sold 28items, total value of this transaction 38*337.22=12814.36

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

- In Asia, Clothing products are the most sold items quantity 166, Second most sold product is Home Décor quantity 142
- In Europe, Home Decors products are the most sold items quantity 167 Second most sold product is Books quantity 165

- In North America, Books products are the most sold items quantity 155 Second most sold product is Electronics quantity 153
- In South America, Books products are the most sold items quantity 241 Second most sold product is Electronics quantity 198

4. <u>**Total value Errors in the data**</u>

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

5. <u>**Markets Analysis:**</u>

- In Asia Books has no market.
- North America, South America has high market for Books and Electronics
- In Europe there is high market for Home Decoration items and Books