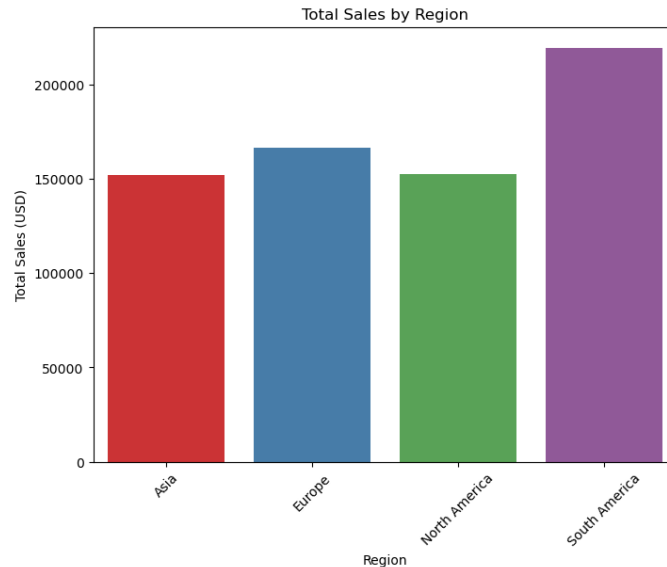


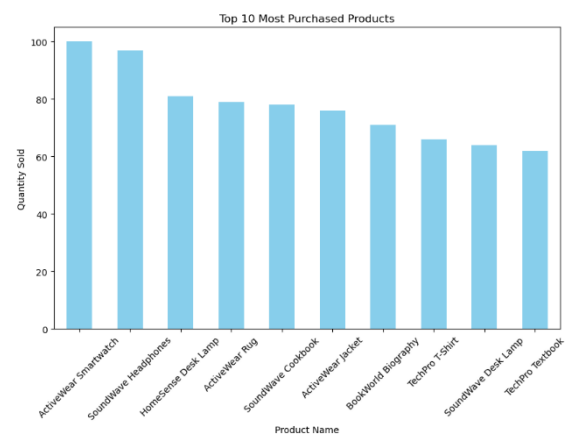
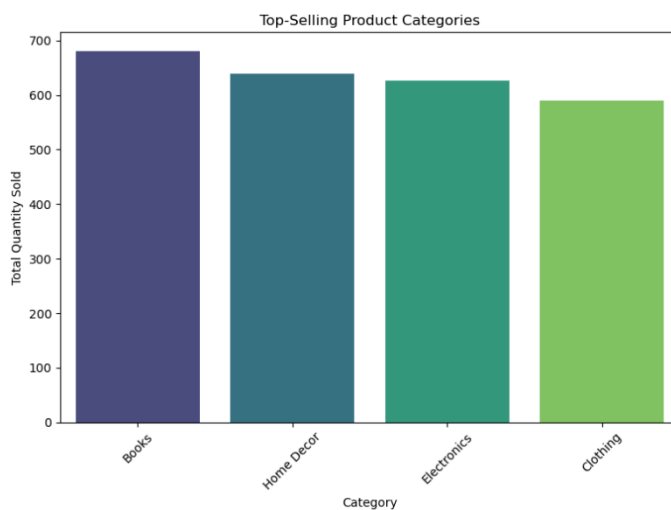
ZEOTAP ASSIGNMENT

Eda Of Given Dataset

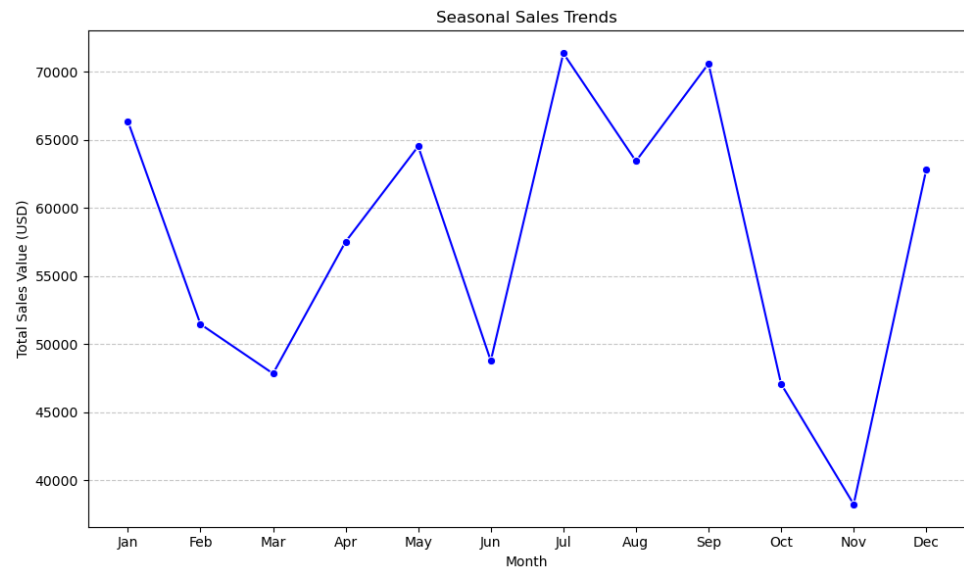
- 1. Regional Contribution to Sales:** South America gives the most sales followed by Europe and North America then Asia it means we should give more focus on Asia and North America to grow more in this area and we can also increase our Revenue by doing this.



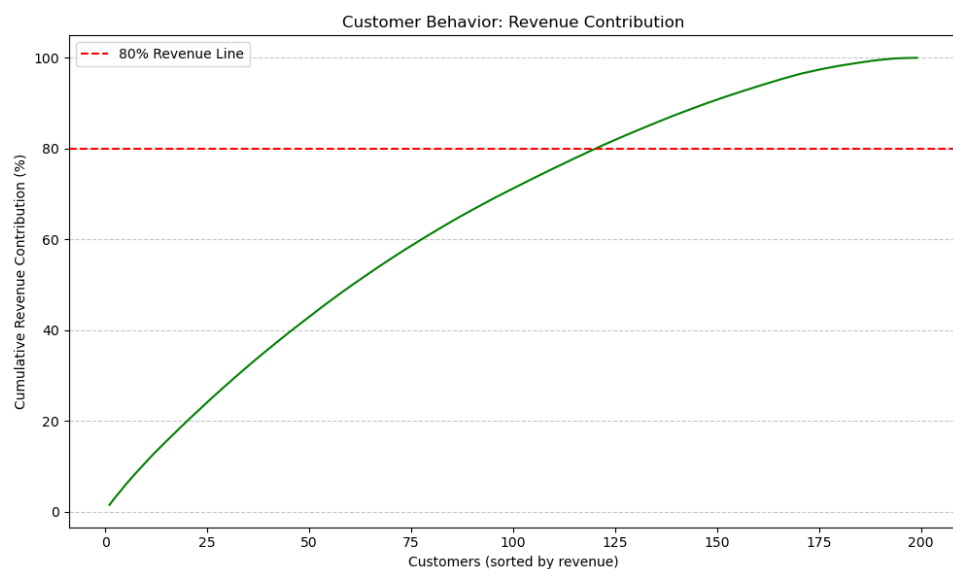
- 2. Top-Selling Product Categories:** An analysis of sales data reveals that the "Books" category emerges as the top, with the highest quantity sold among all categories. This indicates a strong preference for educational and free reading materials among customers we can focus on marketing of this area also electronics emerged second and with the help of insights we can focus on that area also



3. **Seasonal Sales Trends:** Sales peak during the July and September, indicating strong seasonal demand. Promotional campaigns and inventory optimization during this period can maximize profits, while sales in November decreased rapidly so we can also run a campaign or try any program to compensate at that period of time.



4. **Customer Retentions:** We can Visualize the customer Retentions and can give our Loyalist Customer some better offers or sell them some membership program which can increase our Revenue



5. **Regional Product Category Preference:** By this Data we can See which Region Had great Sales of which Product like Asia Spends more on Clothing so we can Promote that thing more in that Region and also we can talk on the Region why certain product are not doing good in Given Region.

