

# TASK – 1

## PDF Report with Business Insights

### Business Insights from EDA

1. **Customer Demographics:** The analysis reveals that approximately 40% of customers are located in South America, indicating a strong market presence. This demographic can be targeted for localized marketing strategies to enhance customer engagement.
2. **Sign-Up Trends:** There has been a notable increase in customer sign-ups, particularly in the last quarter of 2024. This surge suggests effective marketing campaigns or seasonal demand spikes that could be further capitalized upon.
3. **Product Popularity:** The product category analysis shows that electronics and clothing dominate sales, accounting for over 50% of total transactions. This insight highlights potential areas for inventory optimization and promotional focus.
4. **Transaction Patterns:** Peak transaction periods align with major holidays (November-December), indicating opportunities for strategic marketing initiatives during these times to boost sales.
5. **Customer Retention Potential:** Many customers show no repeat purchases within six months of signing up, suggesting a need for engagement strategies to improve customer loyalty and lifetime value.