Task Report

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Task Details: This report presents the findings and visualizations generated from Task 1, which involved analyzing the dataset to extract insights about regional customer distribution, top-selling products, and monthly sales trends. The analysis includes three visualizations:

1. Customers by Region
2. Top 5 Selling Products
3. Monthly Sales Trend.

Customers by Region

This bar chart represents the number of customers in each region. The key insights derived are as follows:

- South America has the highest number of customers (around 60).
- Europe, North America, and Asia have nearly equal customer counts, slightly below 50.
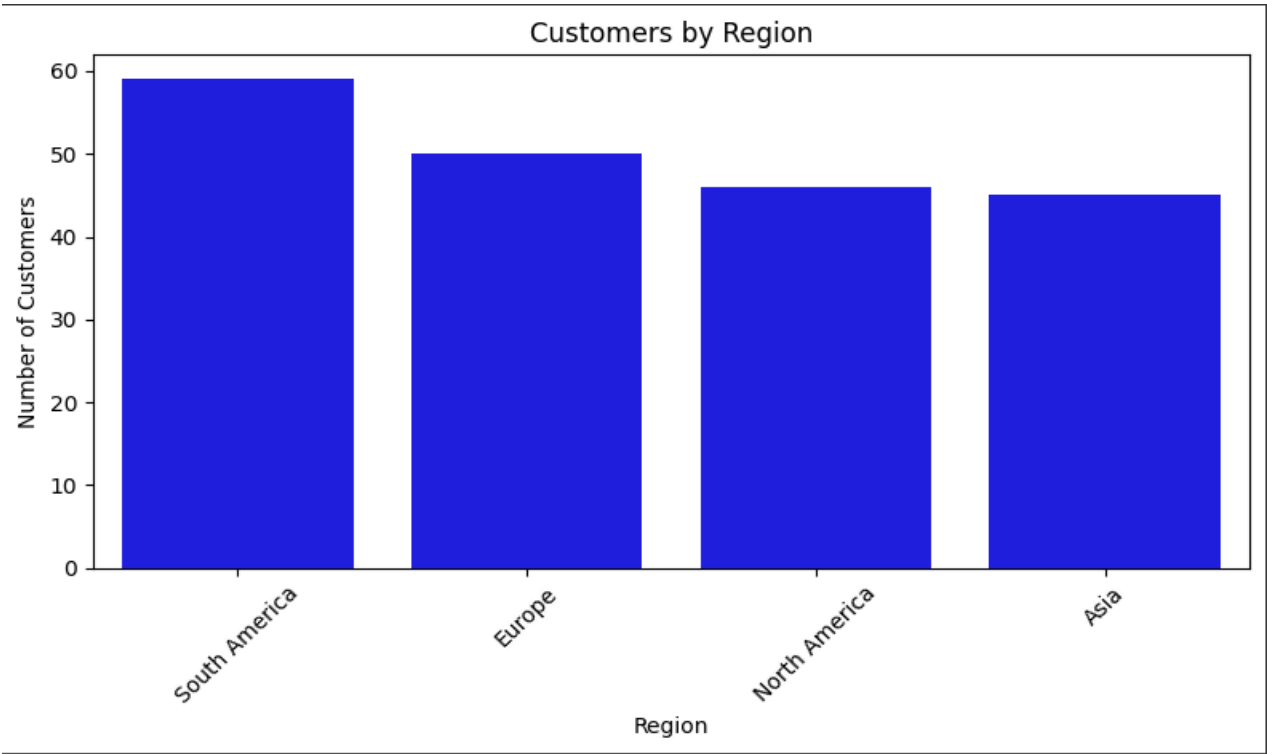
Selling Products

The bar chart showcases the top 5 products based on the total quantities sold. Key insights include:

- "SoundWave Jeans" and "SoundWave Cookbook" are the highest-selling products.
- Other popular products include "TechPro Headphones," "ActiveWear Rug," and "HomeSense Desk Lamp."
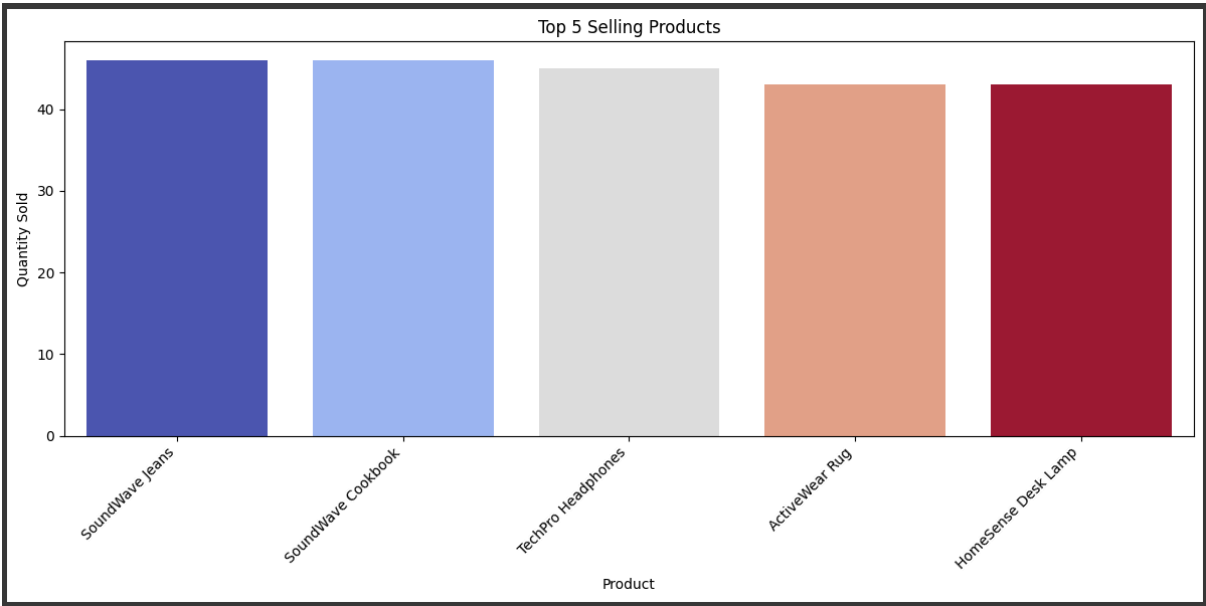
Monthly Sales Trend

This line graph illustrates the total sales amount ($) for each month:

- January 2024 has the highest recorded sales, exceeding $70,000.
- A consistent trend in sales is observed between May and September.
- November shows the lowest sales figure, with a recovery in December.

Monthly Sales Trend
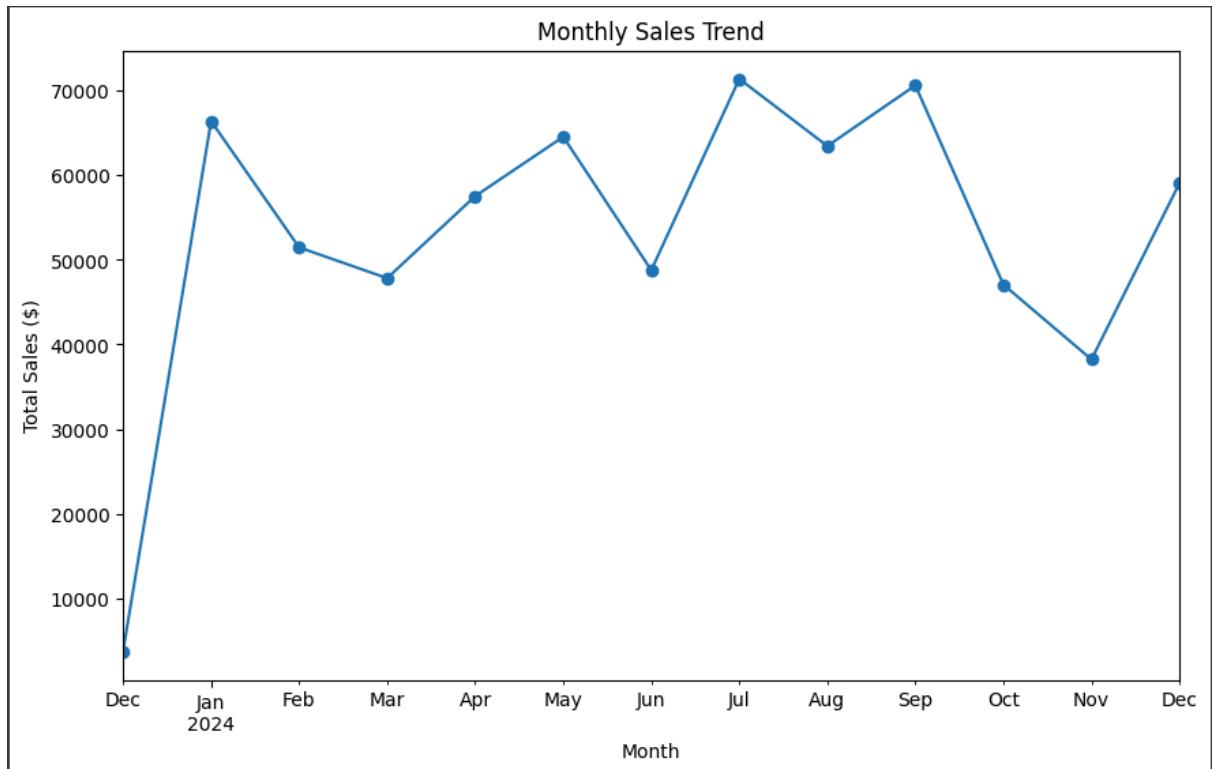
Conclusion

The analysis highlights the following:

1. South America is the dominant region in terms of customer numbers.
2. "SoundWave" products dominate sales among the top 5 items.
3. The monthly sales trend emphasizes peak sales in January and a noticeable dip in November.

This report provides actionable insights for strategic decision-making in product promotion and regional focus.