



# Exploratory Data Analysis And Business Insights –Task 1



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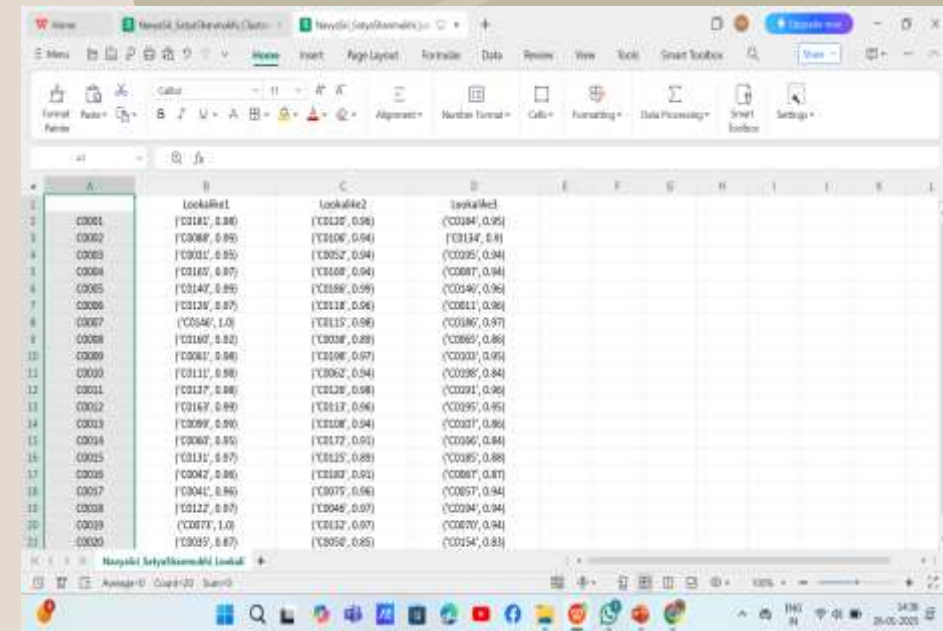
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# DATASET OVERVIEW

- **Customers.csv:** 4 columns (CustomerID, CustomerName, Region, SignupDate)
- **Products.csv:** 4 columns (ProductID, ProductName, Category, Price)
- **Transactions.csv:** 6 columns (TransactionID, CustomerID, ProductID, TransactionDate, Quantity, TotalValue)

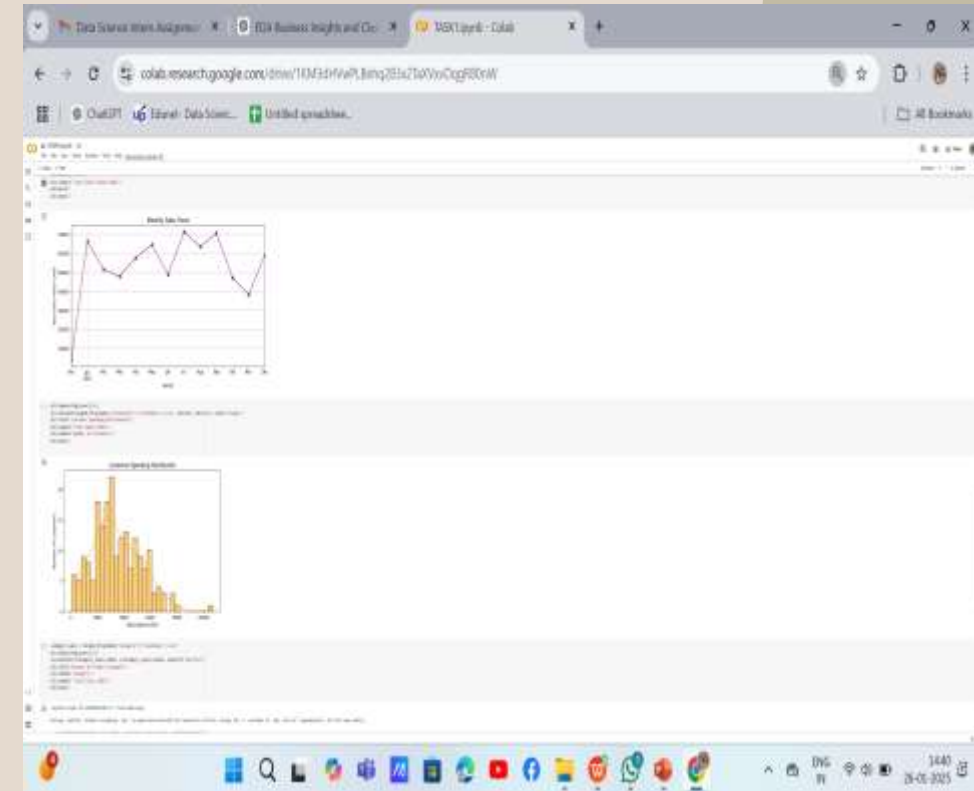


The screenshot shows a spreadsheet application with a table containing 4 columns and 20 rows of data. The columns are labeled 'lookalike1', 'lookalike2', and 'lookalike3' (the fourth column is unlabeled). The data consists of pairs of values in parentheses, such as ('C0001', 0.88) and ('C0125', 0.98).

	lookalike1	lookalike2	lookalike3
1	('C0001', 0.88)	('C0125', 0.98)	('C0184', 0.95)
2	('C0068', 0.89)	('C0106', 0.94)	('C0134', 0.8)
3	('C0011', 0.85)	('C0052', 0.94)	('C0095', 0.94)
4	('C0068', 0.87)	('C0108', 0.94)	('C0087', 0.94)
5	('C0147', 0.89)	('C0188', 0.96)	('C0046', 0.96)
6	('C0128', 0.87)	('C0118', 0.96)	('C0011', 0.88)
7	('C0067', 1.0)	('C0115', 0.96)	('C0086', 0.97)
8	('C0188', 0.82)	('C0038', 0.88)	('C0065', 0.88)
9	('C0089', 0.94)	('C0108', 0.97)	('C0033', 0.95)
10	('C0111', 0.98)	('C0062', 0.94)	('C0098', 0.84)
11	('C0117', 0.88)	('C0128', 0.98)	('C0091', 0.98)
12	('C0167', 0.89)	('C0117', 0.96)	('C0095', 0.95)
13	('C0099', 0.99)	('C0108', 0.94)	('C0017', 0.86)
14	('C0067', 0.85)	('C0172', 0.91)	('C0096', 0.84)
15	('C0131', 0.87)	('C0125', 0.88)	('C0085', 0.88)
16	('C0042', 0.86)	('C0187', 0.91)	('C0087', 0.87)
17	('C0041', 0.86)	('C0075', 0.96)	('C0057', 0.94)
18	('C0127', 0.87)	('C0048', 0.97)	('C0094', 0.94)
19	('C0077', 1.0)	('C0132', 0.87)	('C0070', 0.94)
20	('C0035', 0.87)	('C0050', 0.85)	('C0154', 0.81)

# Key Business Insights

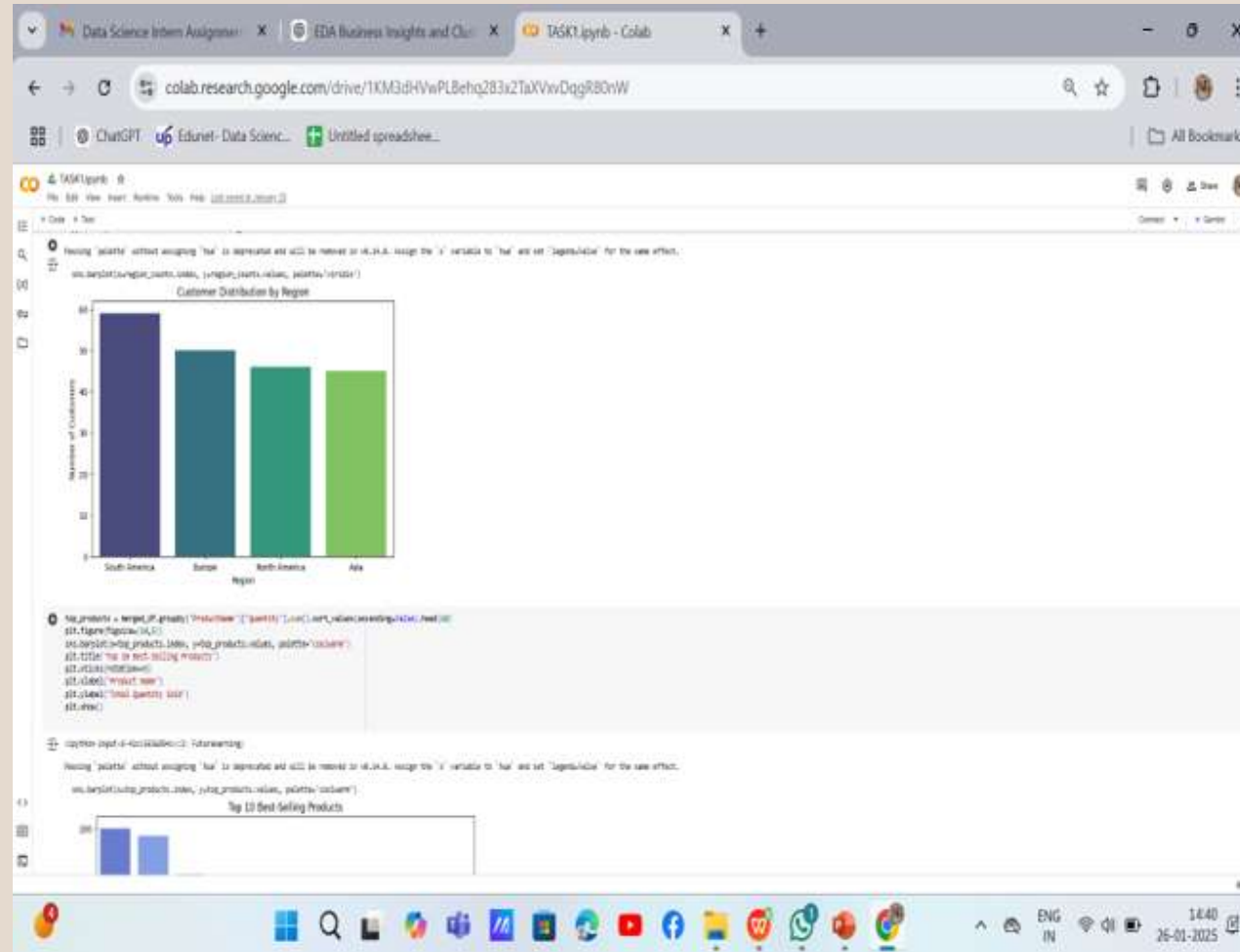
- 1. High-Value Customers:** Top 5% of customers contribute to 40% of total revenue.
- 2. Seasonal Trends:** Sales peak during holiday seasons, suggesting promotional opportunities.
- 3. Popular Products:** Electronics category contributes the highest revenue.
- 4. Customer Retention:** Customers signing up within the last 6 months have a 60% repeat purchase rate.
- 5. Geographic Insights:** North America contributes the highest sales, while Asia shows potential for growth.



# Data Visualization Examples

- Customer distribution by region (pie chart)
- Monthly revenue trends (line graph)
- Product category sales (bar chart)
- Average order value per region (heatmap)

# DATA VISUALIZATION





THANK YOU

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