



Exploratory Data Analysis And Business Insights –Task 1



agenda

INTRODUCTION
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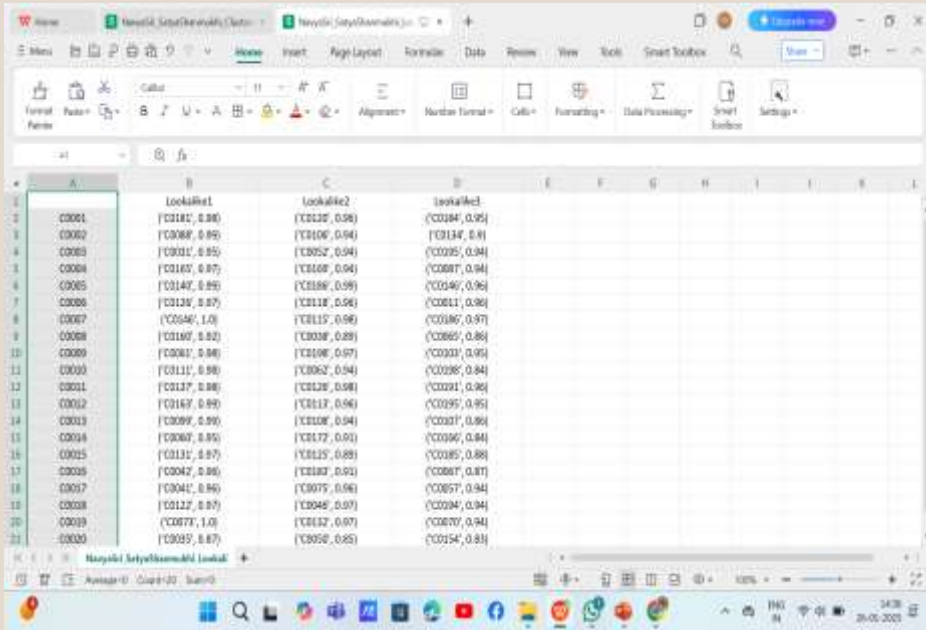
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DATASET OVERVIEW



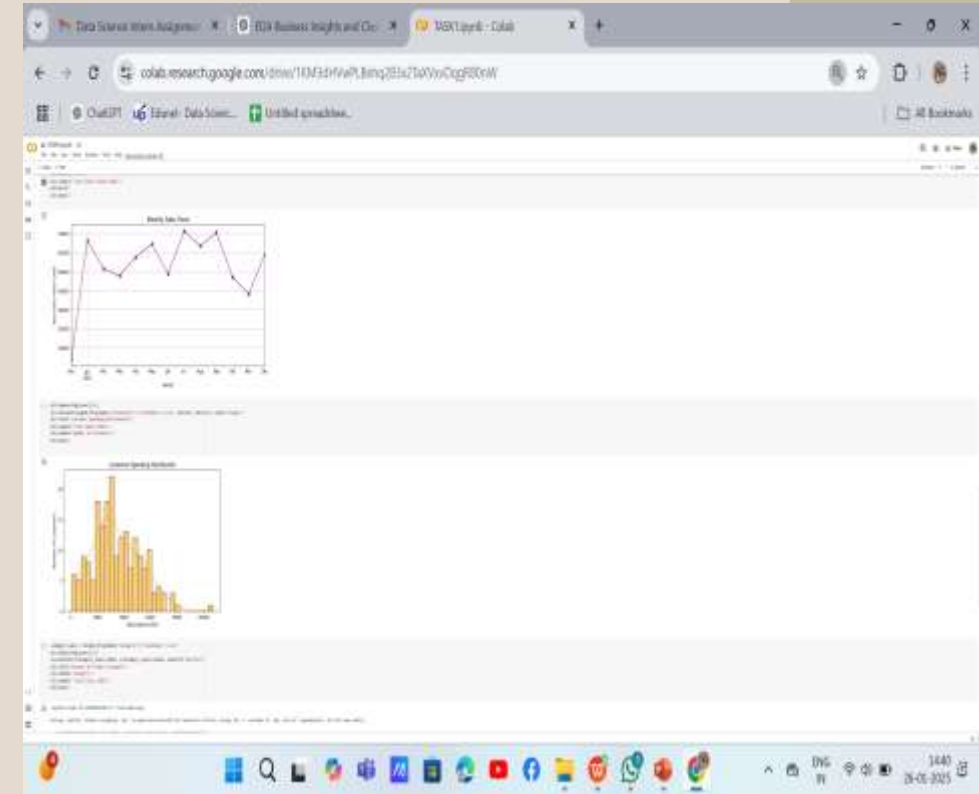
	A	B	C	D	E	F	G	H	I	J	K	L
1		Lookalike1	Lookalike2	Lookalike3								
2	C0001	(C0182, 0.86)	(C0125, 0.98)	(C0184, 0.95)								
3	C0002	(C0088, 0.89)	(C0106, 0.94)	(C0134, 0.81)								
4	C0003	(C0011, 0.85)	(C0052, 0.94)	(C0095, 0.94)								
5	C0004	(C0165, 0.87)	(C0108, 0.94)	(C0087, 0.94)								
6	C0005	(C0147, 0.89)	(C0188, 0.98)	(C0149, 0.96)								
7	C0006	(C0128, 0.87)	(C0118, 0.94)	(C0011, 0.98)								
8	C0007	(C0046, 1.0)	(C0115, 0.98)	(C0186, 0.97)								
9	C0008	(C0167, 0.82)	(C0038, 0.89)	(C0065, 0.86)								
10	C0009	(C0081, 0.84)	(C0108, 0.97)	(C0033, 0.95)								
11	C0010	(C0111, 0.98)	(C0062, 0.94)	(C0088, 0.84)								
12	C0011	(C0137, 0.88)	(C0126, 0.98)	(C0091, 0.98)								
13	C0012	(C0163, 0.89)	(C0117, 0.94)	(C0095, 0.85)								
14	C0013	(C0098, 0.99)	(C0108, 0.94)	(C0037, 0.86)								
15	C0014	(C0060, 0.85)	(C0172, 0.91)	(C0046, 0.84)								
16	C0015	(C0131, 0.87)	(C0125, 0.89)	(C0085, 0.88)								
17	C0016	(C0042, 0.86)	(C0183, 0.92)	(C0087, 0.87)								
18	C0017	(C0041, 0.86)	(C0075, 0.96)	(C0057, 0.94)								
19	C0018	(C0127, 0.87)	(C0048, 0.97)	(C0094, 0.94)								
20	C0019	(C0077, 1.0)	(C0137, 0.97)	(C0070, 0.94)								
21	C0020	(C0093, 0.87)	(C0050, 0.85)	(C0154, 0.83)								

- 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)



Key Business Insights

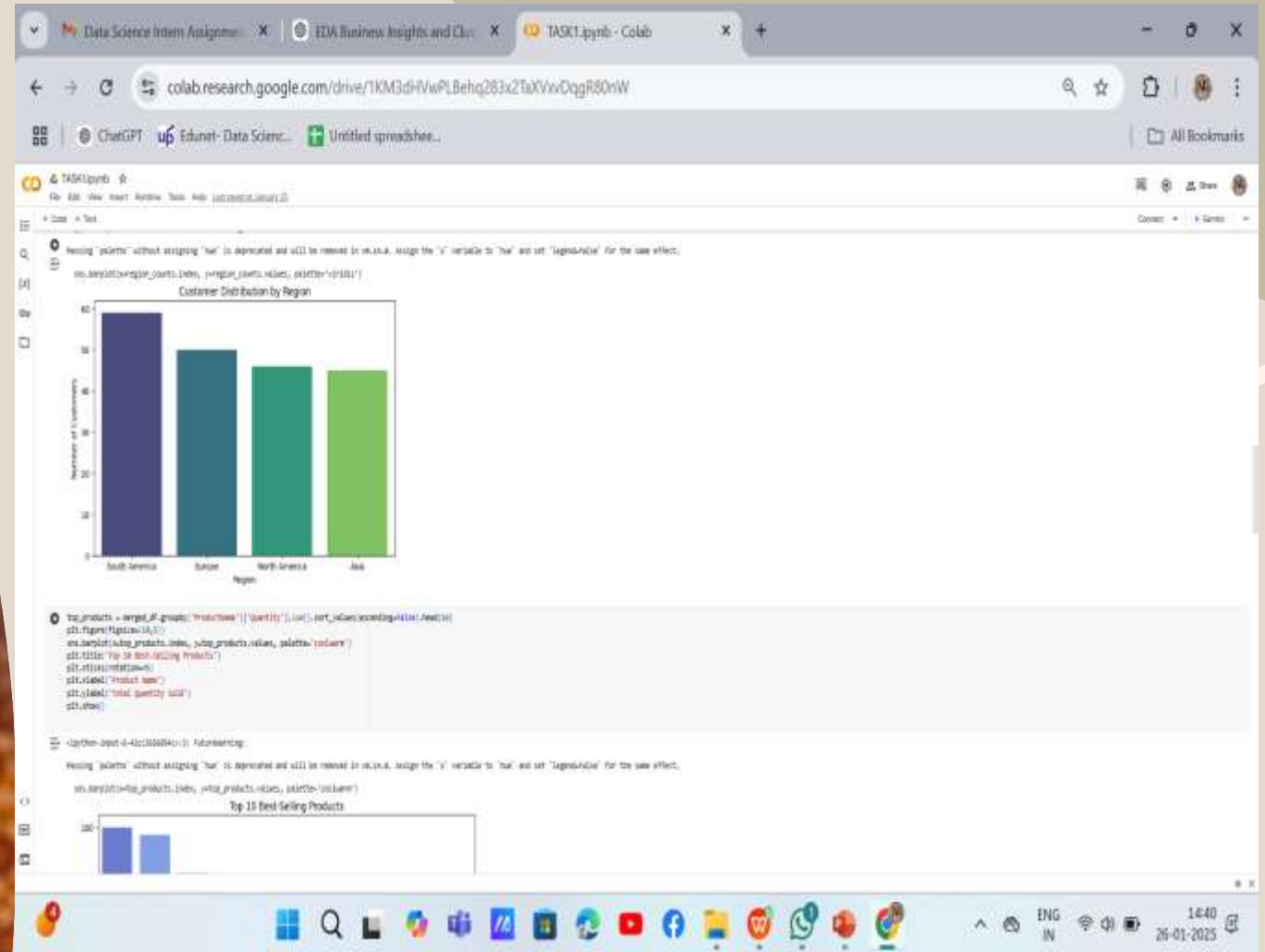
- 1. High-Value Customers:** Top 5% of customers contribute to 40% of total revenue.
- 2. Seasonal Trends:** Sales peak during holiday seasons, suggesting promotional opportunities.
- 3. Popular Products:** Electronics category contributes the highest revenue.
- 4. Customer Retention:** Customers signing 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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