Exploratory Data Analysis And Business Insights –Task 1

agenda

DATASET OVERVIEW
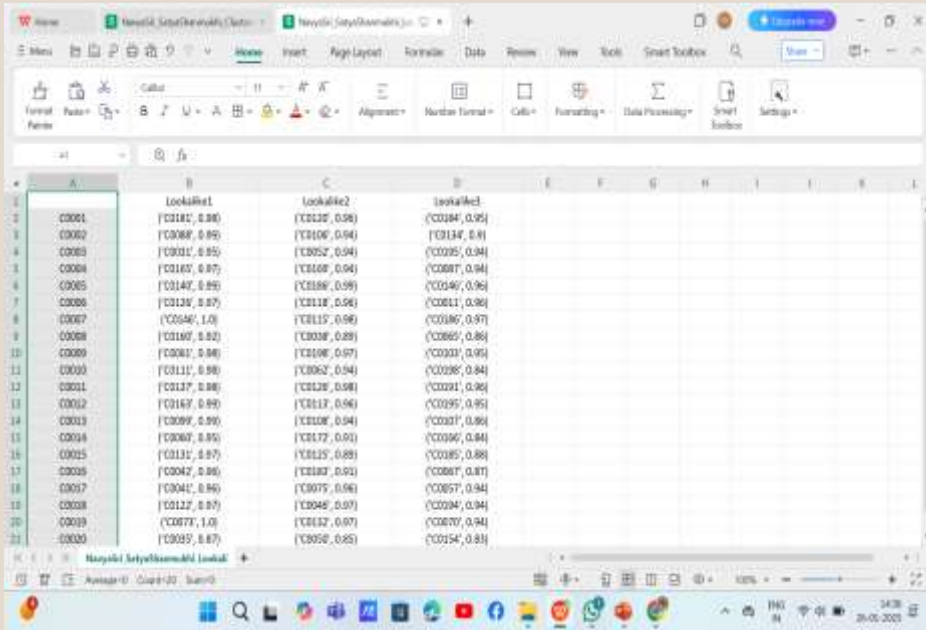

• **Customers.csv:** 4 columns (CustomerID, CustomerName,
 Region, SignupDate)
• **Products.csv:** 4 columns (ProductID, ProductName, Category, Price)
• **Transactions.csv:** 6 columns (TransactionID, CustomerID, ProductID, TransactionDate, Quantity, TotalValue)

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.
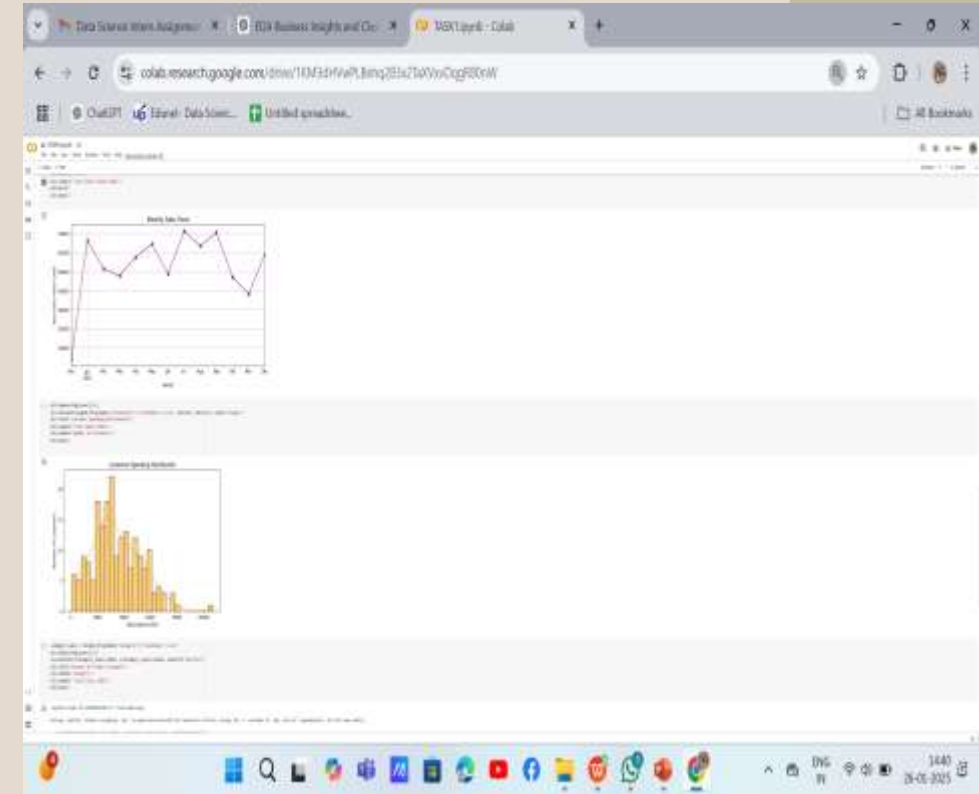
Data Visualization Examples

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

Data Visualization
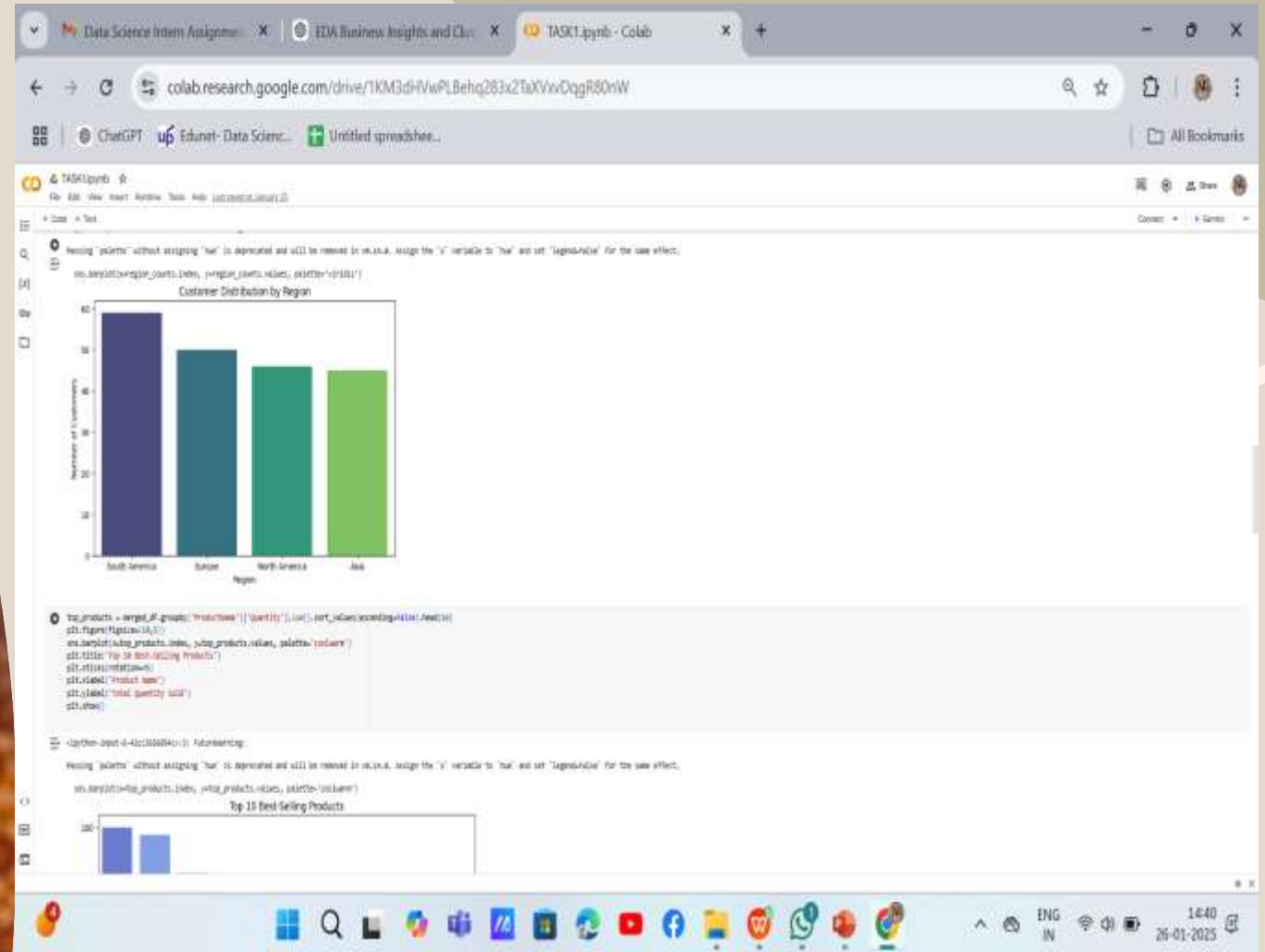
THANK YOU

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