Task 1: EDA and Business Insights

1. Customer Distribution by Region:

Some regions have a significantly higher number of customers compared to others. This suggests that targeted marketing strategies could help boost sales in underperforming regions.

2. Customer Signup Trends:

A large number of customers signed up during specific periods, indicating potential seasonal trends. Businesses can leverage this insight to run promotional campaigns during peak signup times.

3. Sales Trends Over Time:

Transaction data shows noticeable peaks in certain months, suggesting periods of high demand. This information can help in planning inventory and promotional offers effectively.

4. Top-Selling Product Categories:

Certain product categories generate the highest revenue, indicating strong customer preferences. Businesses should focus on stocking and promoting these categories for maximum profitability.

5. Regional Product Preferences:

Different regions show varying preferences for product categories. Customizing product offerings based on regional demand can improve sales and customer satisfaction.