

# ZeoTap Assignment

## Task – 1

Business Insights Derived from EDA:

### 1. Top-Performing Products:

- The **ActiveWear Smartwatch** generated the highest revenue of \$39,096.97, followed by **SoundWave Headphones** with \$25,211.64.
- Electronics dominate the top-selling products, indicating strong customer demand in this category.

### 2.Regional Revenue Distribution:

- **South America** is the leading region, contributing \$219,352.56 to total revenue, followed by Europe (\$166,254.63).
- Expansion efforts in South America could yield further growth, while Asia and North America may have untapped potential.

### 3. Top Customers:

- The highest-spending customer, **Paul Parsons**, contributed \$10,673.87 in revenue.
- The top 5 customers collectively account for significant sales, emphasizing the importance of personalized marketing strategies.

### 4. Category-Wise Sales:

- **Books** is the highest-grossing category with \$192,147.47, closely followed by **Electronics** (\$180,783.50).
- Promoting bundled offers for top categories may further increase sales.

### 5. Monthly Sales Trends:

- **July 2024** witnessed the highest revenue of \$71,366.39, followed by September and January.
- Seasonal campaigns during peak months can capitalize on higher customer spending.