

DATA SCIENCE ASSIGNMENT.

TASK 1:

1. Perform EDA on the provided dataset.
2. Derive at least 5 business insights from the EDA.
 - o Write these insights in short point-wise sentences (maximum 100 words per insight).

Here are the 5 business insights from the EDA.

To start with ,

1. TOP PERFORMING CATEGORY.

The books category is in the top, generating over 190000 in total sales. This indicates a group of customers are targeting educational products , and followed by electronics over 180000. And next comes clothing under 170000. Here we can clearly say that customers are more interested in buying electronics rather than clothes . and at last home décor , as we all know that the sector of home décor is small in size , closing at 150000.

Focusing on books and electronics will lead to profits.

2. SALES BY REGION.

When it comes to sales in region , south America is considered as highest revenue generating region with , contribution around 220000. And followed by Europe closing around 160000, and the next most is north America and Asia both contributing almost same where north America is slightly ahead of the asia.

we can clearly say that marketing campaigns should focus in south America region, to generate a massive profits.

3. BIG PRODUCTS BY QUANTITY SOLD.

The Active wear smart watch is the most sold product, and followed by headphones and desk lamp, we can clearly say that customers are moving with trend updating day by day using smart watch they are using to take a call , doing exercises and calculating calories. And the next most important thing is listening songs or lectures using headphones to respect their privacy.

Focusing on electronics goods will leads to success in business and with a good margin.

4. CUSTOMER TRANSACTIONS BY REGION.

South America not only leading in the revenue growth , also leading in customer transactions around 300 . And followed by North America 250 and Europe around 240. and at last asia closing around 220.

customer acquisition in south America is outstanding .

5. CUSTOMERS INVOLVEMENT OVER THE YEARS.

At the start of year 2022 it was a decent score of 65, and later there is a huge downfall through out the year of 2022 closing almost at 50, and later it got a huge amount of involvement from the customers and at the end of year 2023 it registered at a peak of 80. Which is such a good growth from that low peak. At first customers didn't show much interest in the products , later may be due to quality or marketing level we can see a huge rise in the graph.

These are the five business insights that I have noticed from the data after doing the EDA.

