

TASK 1 Exploratory Data Analysis (EDA)

Objective

The objective of the EDA is to analyze customer behavior, product distribution, and transaction trends to derive meaningful insights for the business.

Key Findings

1. Top 10 Popular Products:

Sno.	Product name	Quantity
1.	ActiveWear Smartwatch	100
2.	SoundWave Headphones	97
3.	HomeSense Desk Lamp	81
4.	ActiveWear Rug	79
5.	SoundWave Cookbook	78
6.	ActiveWear Jacket	76
7.	BookWorld Biography	71
8.	TechPro T-Shirt	66
9.	SoundWave Desk Lamp	64
10.	TechPro Textbook	62

2. Total Sales by Region

Sno	Region	Total Value
1.	South America	219352.56
2.	Europe	166254.63
3.	North America	152313.56
4.	Asia	152074.97

3. Customer Distribution by Region:

Sno	Region	Number of Customer
1.	South America	59
2.	Europe	50
3.	North America	46
4.	Asia	45

4. Customer Distribution Over Product Categories

Sno	Category	Number of Customer
1.	Books	154
2.	Electronics	140
3.	Home Decor	138
4.	Clothing	135

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5. Revenue Contribution by Product Category

Sno	Category	Number of Customer
1.	Books	192147.47
2.	Electronics	180783.50
3.	Home Decor	150893.93
4.	Clothing	166170.66