

## Task 1: Exploratory Data Analysis (EDA) and Business Insights

1. **Sales Seasonality:** The monthly sales trend reveals clear seasonal patterns, with sales peaking in specific months. These trends suggest that businesses can increase revenue by planning marketing campaigns, discounts, and promotions around these peak periods.
2. **Focus on Best-Selling Products:** A small group of products generates most of the sales. By focusing on these high-performing products, businesses can streamline inventory, optimize marketing efforts, and improve profitability.
3. **Targeted Customer Engagement:** Certain customer segments (e.g., based on demographics) exhibit higher transaction frequency. Targeted promotions and personalized offers for these high-value customers can increase engagement and repeat purchases.
4. **Underperforming Products:** Products with low sales volumes can be assessed for possible discontinuation or repositioning. Reducing inventory of underperforming products can minimize costs and increase focus on high-demand items.
5. **Customer Retention Strategy:** A few customers contribute significantly to revenue. To ensure consistent income, businesses should implement loyalty programs or personalized offerings to retain these high-value customers and reduce churn.