

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

### **1. Customer Signup Trends:**

- A majority of customers signed up in recent years(2024), indicating growing interest in the platform.
- Focus marketing efforts on regions with fewer signups.

### **2. Revenue Contribution by Product Category:**

- Categories Electronics and Books emerged as the top-performing category.
- Consider increasing inventory or promotions for these categories.

### **3. Top Customers:**

- The top 15 customers spend more than 6000 USD.
- Create loyalty programs to retain these high-value customers.

### **4. Regional Trends:**

- Customers from South America have the highest transaction volume, while customers from Asia show growing interest.
- Expand operations in Asia to capture emerging demand.

### **5. Price Sensitivity:**

- Products priced above 100 USD sell slower, suggesting price sensitivity among customers.
- Introduce mid-range products to increase sales.