Exploratory Data Analysis And Business Insights –Task 1

agenda

DATASET OVERVIEW

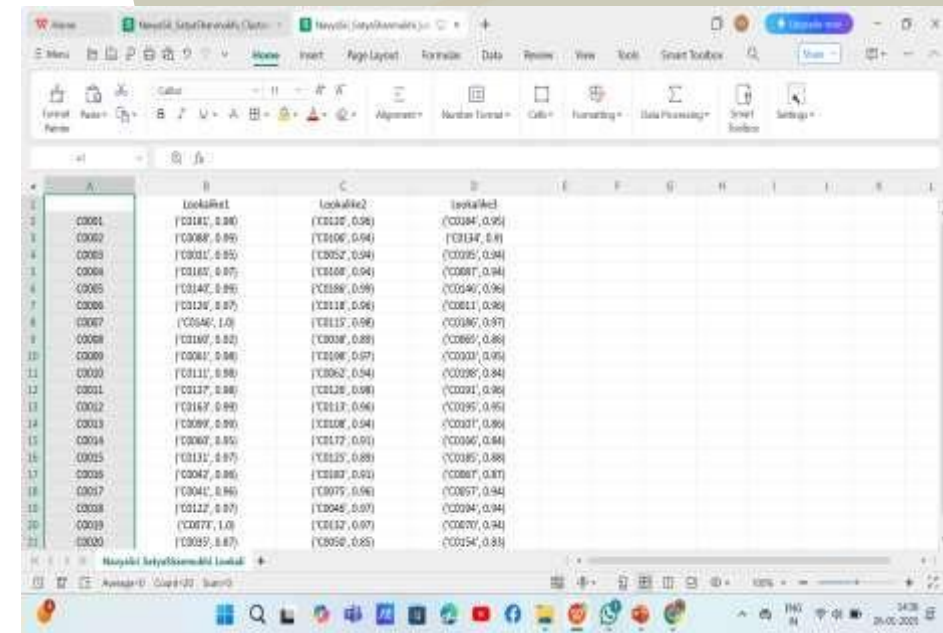•**Customers.csv:** 4 columns (CustomerID,
CustomerName,
Region, SignupDate)

•**Products.csv:** 4 columns (ProductID, ProductName,
Category, Price)

•**Transactions.csv:** 6 columns (TransactionID,
CustomerID, ProductID, TransactionDate, Quantity,
TotalValue)

Key Business Insights

1. **High-Value Customers:** Top 5% of customers contribute to 40% of total revenue.

2. **Seasonal Trends:** Sales peak during holiday seasons, suggesting promotional opportunities.

3. **Popular Products:** Electronics category contributes the highest revenue.

4. **Customer Retention:** Customers signing up within the last 6 months have a 60% repeat purchase rate.

5. **Geographic Insights:** North America contributes the highest sales, while Asia shows potential for growth.
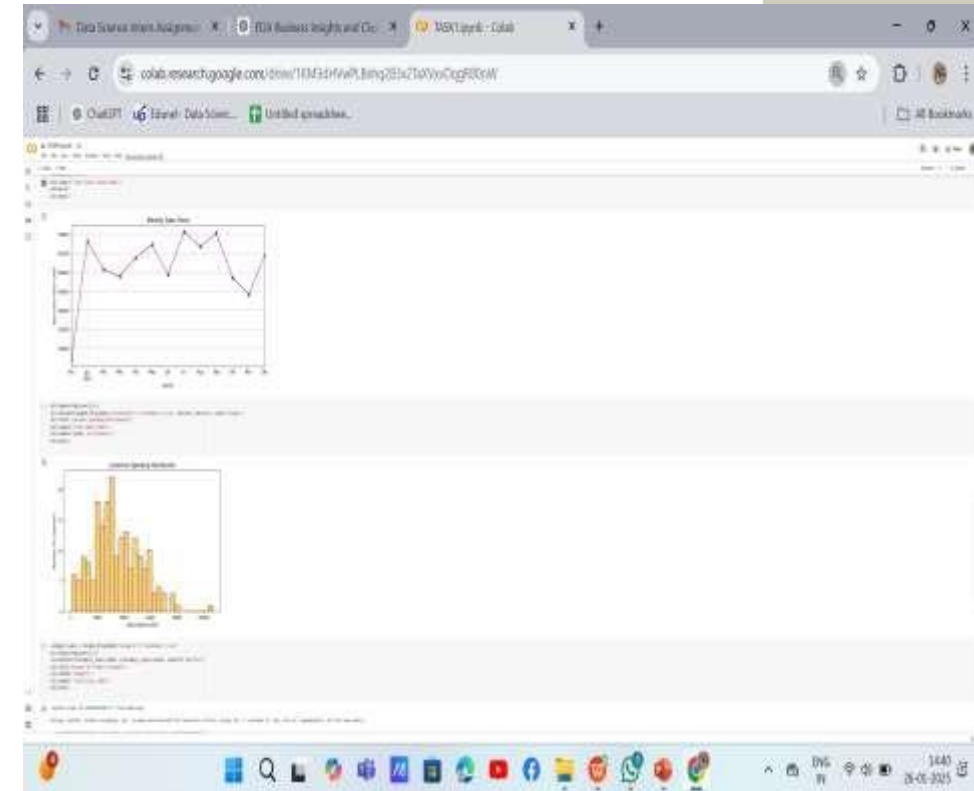
Data Visualization Examples

- Customer distribution by region (pie chart)

- Monthly revenue trends (line graph)

- Product category sales (bar chart)
- Average order value per region (heatmap)

DATA VISUALIZATION

THANK YOU

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