



Exploratory Data Analysis And Business Insights –Task 1



agenda

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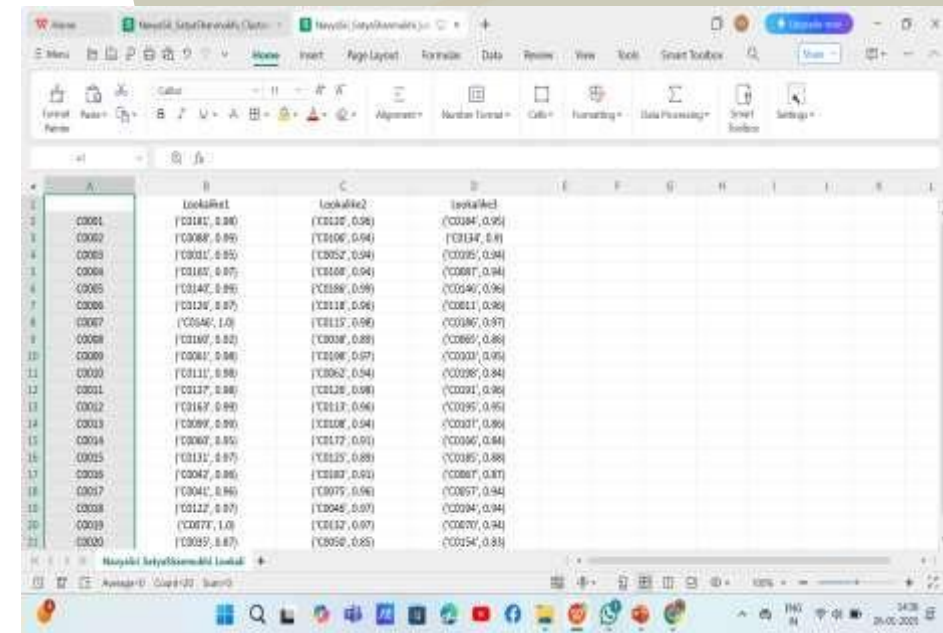
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DATASET OVERVIEW

- **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)

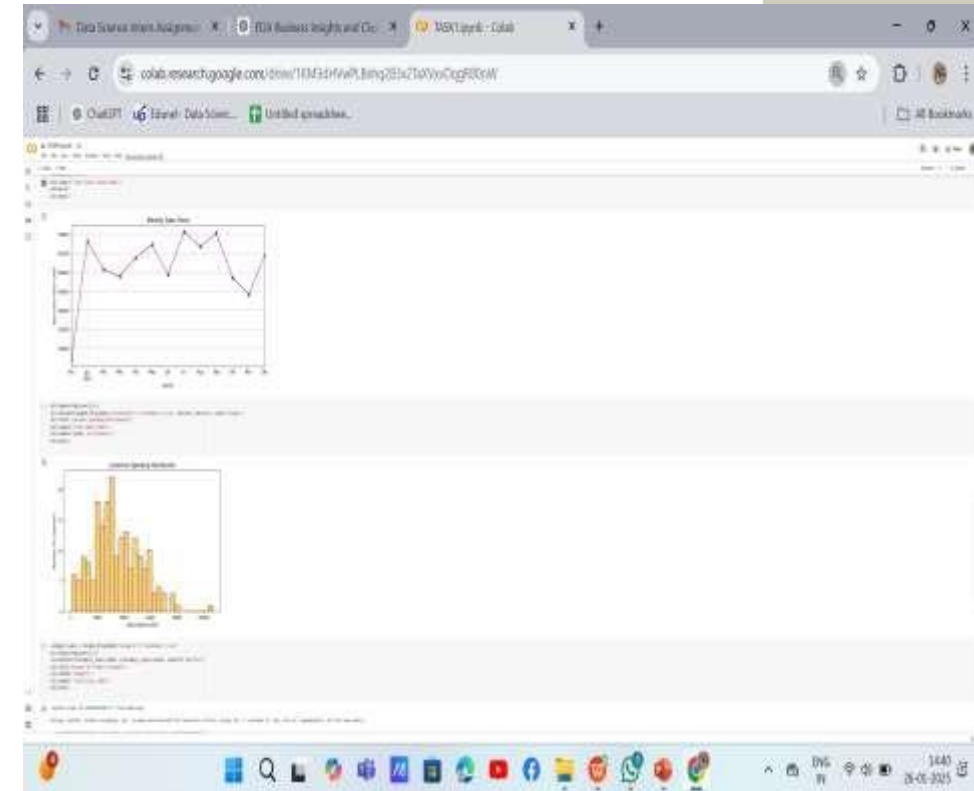


The screenshot shows a spreadsheet application with a table containing 4 columns and 21 rows of data. The columns are labeled 'lookalike1', 'lookalike2', and 'lookalike3' (the fourth column is unlabeled). The data consists of pairs of (CustomerID, ProductID) for each row. The CustomerID values range from 00001 to 00021, and the ProductID values range from 00001 to 00021. The table is displayed in a grid format with a light gray background and a white grid.

| | lookalike1 | lookalike2 | lookalike3 |
|----|---------------|---------------|---------------|
| 1 | (00001, 0.00) | (00001, 0.00) | (00001, 0.00) |
| 2 | (00002, 0.00) | (00002, 0.00) | (00002, 0.00) |
| 3 | (00003, 0.00) | (00003, 0.00) | (00003, 0.00) |
| 4 | (00004, 0.00) | (00004, 0.00) | (00004, 0.00) |
| 5 | (00005, 0.00) | (00005, 0.00) | (00005, 0.00) |
| 6 | (00006, 0.00) | (00006, 0.00) | (00006, 0.00) |
| 7 | (00007, 0.00) | (00007, 0.00) | (00007, 0.00) |
| 8 | (00008, 0.00) | (00008, 0.00) | (00008, 0.00) |
| 9 | (00009, 0.00) | (00009, 0.00) | (00009, 0.00) |
| 10 | (00010, 0.00) | (00010, 0.00) | (00010, 0.00) |
| 11 | (00011, 0.00) | (00011, 0.00) | (00011, 0.00) |
| 12 | (00012, 0.00) | (00012, 0.00) | (00012, 0.00) |
| 13 | (00013, 0.00) | (00013, 0.00) | (00013, 0.00) |
| 14 | (00014, 0.00) | (00014, 0.00) | (00014, 0.00) |
| 15 | (00015, 0.00) | (00015, 0.00) | (00015, 0.00) |
| 16 | (00016, 0.00) | (00016, 0.00) | (00016, 0.00) |
| 17 | (00017, 0.00) | (00017, 0.00) | (00017, 0.00) |
| 18 | (00018, 0.00) | (00018, 0.00) | (00018, 0.00) |
| 19 | (00019, 0.00) | (00019, 0.00) | (00019, 0.00) |
| 20 | (00020, 0.00) | (00020, 0.00) | (00020, 0.00) |
| 21 | (00021, 0.00) | (00021, 0.00) | (00021, 0.00) |

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)



THANK YOU

GUTHI NAVYA SRI SATYA SHANMUKHI
8341344445
navyasrishanu@gmail.com