

TASK-1

Business Insights from Exploratory Data Analysis

1. Seasonal Demand Trends

- Monthly sales peak in January, May, July, and September, indicating seasonal demand.
- Businesses can optimize inventory management and marketing efforts by focusing on high-demand periods.

2. Top-Selling Products and Revenue Distribution

- The top 10 best-selling products contribute significantly to total sales.
- Electronics items like smartwatches and headphones, along with furniture, are the highest-selling products.
- Books and electronics generate substantial revenue, making them important for sales strategy.

3. Regional Customer Distribution

- South America has the highest customer purchasing activity, followed by North America.
- Businesses can use this data for targeted marketing, regional promotions, and inventory allocation.

4. Revenue Contribution by Category

- 'Electronics' and 'Books' categories generate the highest revenue.
- Companies should focus on these categories by introducing new products, enhancing customer engagement, and offering competitive pricing.

5. Importance of Repeat Customers

- Repeat customers significantly contribute to total sales.
- Implementing loyalty programs, personalized offers, and excellent post-purchase support can improve customer retention and revenue growth.