**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.