TASK-1

Business Insights on basis of EDA

1. Regional Sales Analysis

Top- Customers from **South America**, **Europe and North America** contributes the most to overall sales. This indicates that the region has a higher purchasing power and can be further nurtured with premium product offerings.

Bottom- Customers from **Asia** contributes the lowest to overall sales this will gives the ideas to company for starting personalized campaigns to attract the customers and drive more transactions.

2. Product Sales Analysis

Top- Spending analysis suggests that products category **P054, P051, P029** drive the majority of transactions. This highlights that this products have maximum demand in the market so that organisations enhances the production.

Bottom- Spending analysis suggests that products category **P028, P020, P062** have the least transactions. This highlights that this products have minimum demand in the market so that organisations makes it region specific and reduces production to prevent from loss.

3. Seasonal Sales Analysis

Sales distribution across whole year exhibit a clear peak during **winter season (Nov-Jan)** , indicating seasonal demand. Businesses should prepare inventory and marketing strategies to capitalize on this trend for maximum profitability during these periods.

Sales distribution across whole year shows a drop during **seasonal change period such (Jan-March), (May-July), (Oct-Nov)** indicating seasonal variation in market. This helps the business to develop new

strategies on which they can work and capture the market as per user needs.

4. High-Demand Groups

Customers identified in maximum **TotalSpending** cluster dominate sales volume, demonstrating high demand for certain services or offerings. Upselling opportunities and targeted campaigns for this segment can yield significant returns.

5. Customer Loyalty

The repetition of customers across **93.50%** shows the quality of product and likeliness of product to the customer which promotes the businesses to maintain the quality.

The repeated customers makes the **98.80%** of transactions that depicts the loyalty and boosts the growth of business in the different sectors.