

Business Insights Report

Task 1: Business Insights from EDA

1. Popular Product Categories:

Books dominate as the top-selling category, representing 26% of all products, suggesting targeted promotions in this category.

2. Sales Distribution by Region:

South America is the leading contributor to revenue, making it a strategic focus for localized campaigns.

3. Top-Selling Products:

High revenue is concentrated in a few products, such as 'ActiveWear Biography,' indicating opportunities to optimize inventory around these items.

4. Transaction Trends:

Seasonal peaks in transaction volume suggest specific months are critical for promotional activities.

5. Regional Spending Patterns:

Asian customers have the highest average transaction values, offering potential for premium product marketing.