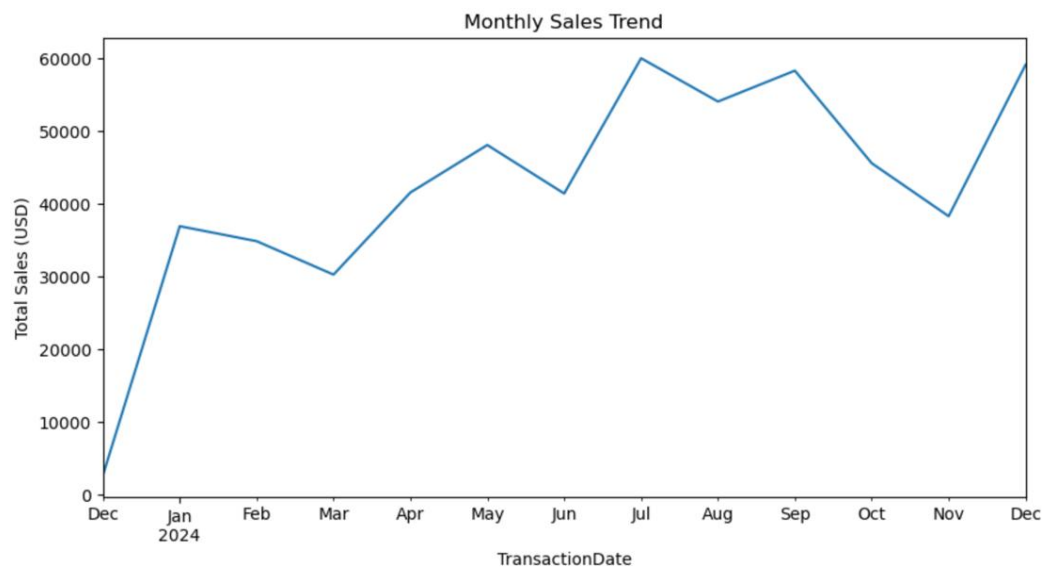
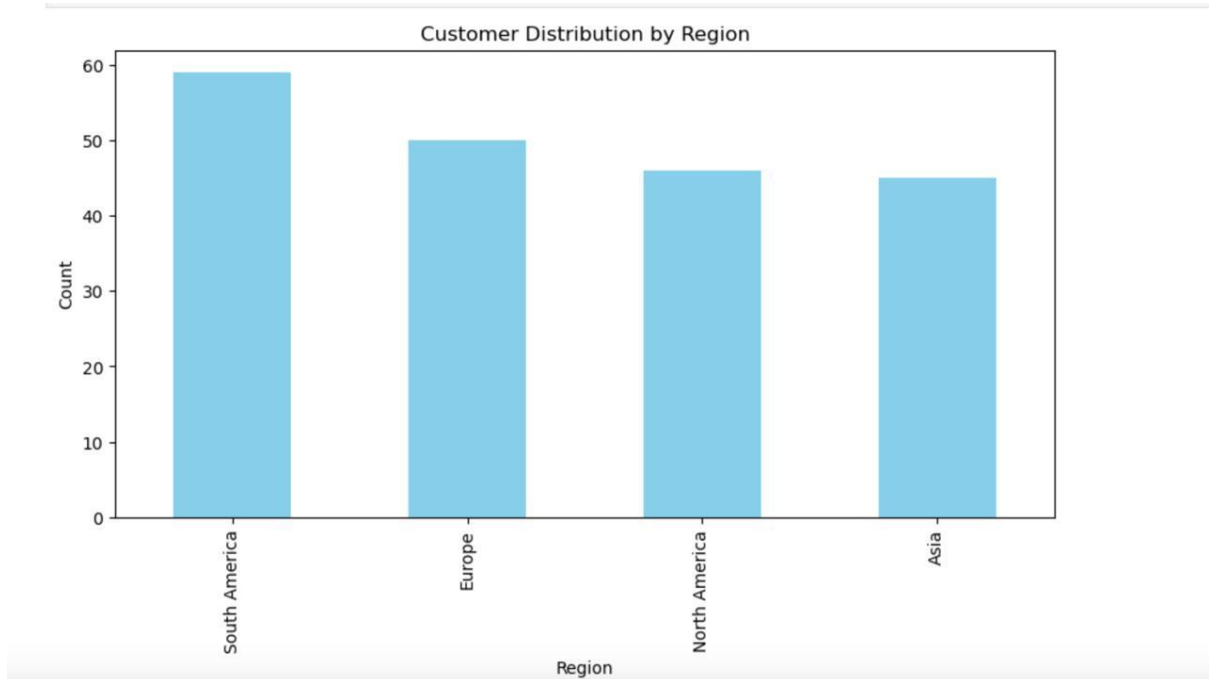


## Task 1 EDA



## Insights

- Regional Revenue Focus:** North America generates the highest revenue, indicating a strong market presence. Focus marketing efforts here to maximize returns and strengthen customer engagement in this region.

2. **Seasonal Sales Trends:** Sales peak during specific months, likely tied to holidays. Plan inventory and staffing ahead to meet increased demand during these high-traffic periods.
3. **Top Product Category:** One category, like electronics, drives most sales. Cross-sell related products or offer bundles to boost revenue and enhance customer value.
4. **Pricing Insights:** Some products have higher transaction prices than listed prices, possibly due to dynamic pricing or discounts. Analyze if higher discounts drive more sales for pricing optimization.
5. **Cross-Selling Potential:** The top-performing category, such as electronics, offers cross-selling opportunities. Promote complementary items like accessories to increase average order value.