

The background features a large white circle in the center, partially overlapping a light blue area on the left and a light pink area on the right. A dark blue shape is at the bottom, also overlapping the white circle. The text 'BUSINESS INSIGHTS' is centered within the white circle.

# **BUSINESS INSIGHTS**

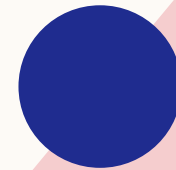
# ABOUT THE DATA

## 1. Customers.csv

- CustomerID: Unique identifier for each customer.
- CustomerName: Name of the customer.
- Region: Continent where the customer resides.
- SignupDate: Date when the customer signed up.

## 2. Products.csv

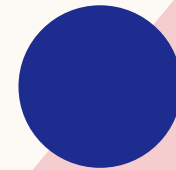
- ProductID: Unique identifier for each product.
- ProductName: Name of the product.
- Category: Product category.
- Price: Product price in USD.



# ABOUT THE DATA

## 3. Transactions.csv

- TransactionID: Unique identifier for each transaction.
- CustomerID: ID of the customer who made the transaction.
- ProductID: ID of the product sold.
- TransactionDate: Date of the transaction.
- Quantity: Quantity of the product purchased.
- TotalValue: Total value of the transaction.
- Price: Price of the product sold.



# PROCESS



Data  
Understandin  
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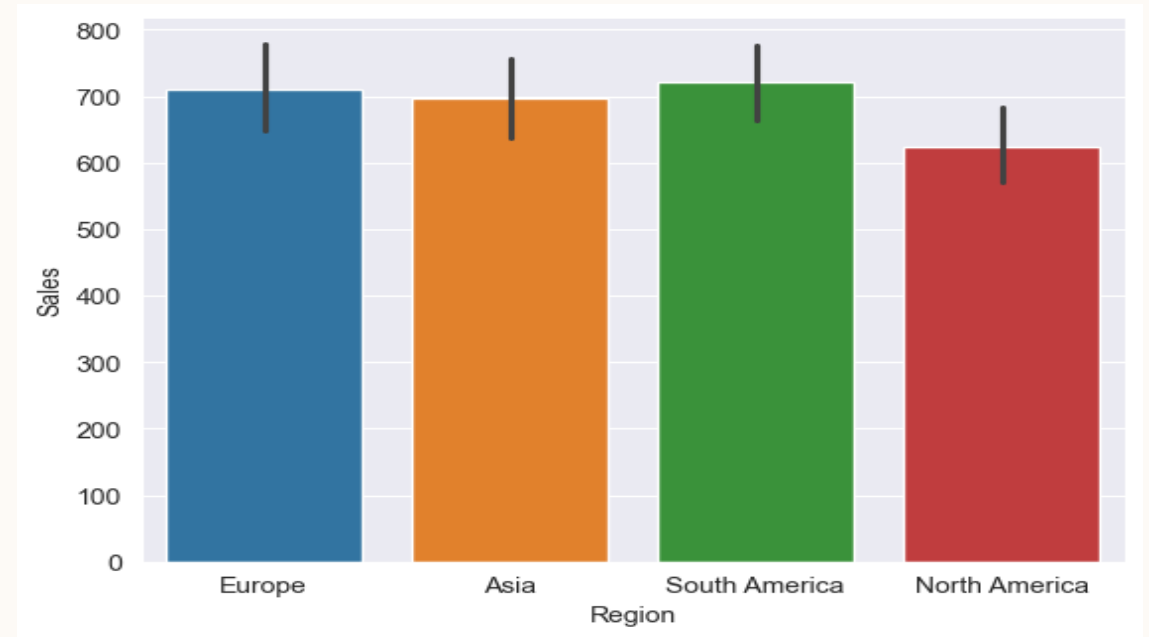
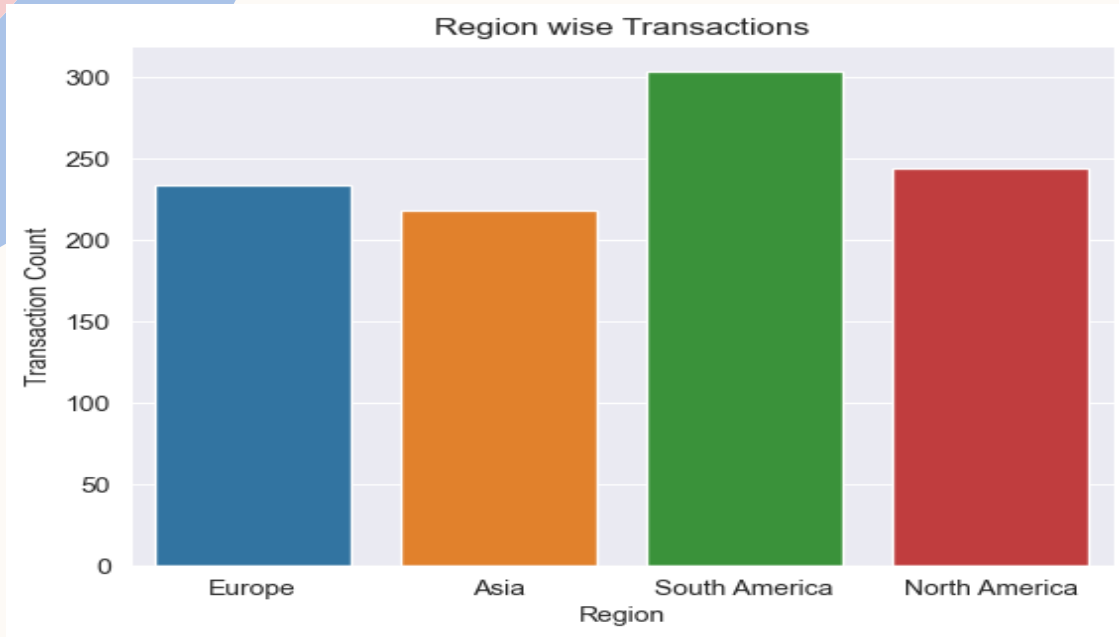
Data  
Cleaning

Data  
Modelling

Data  
Analysis

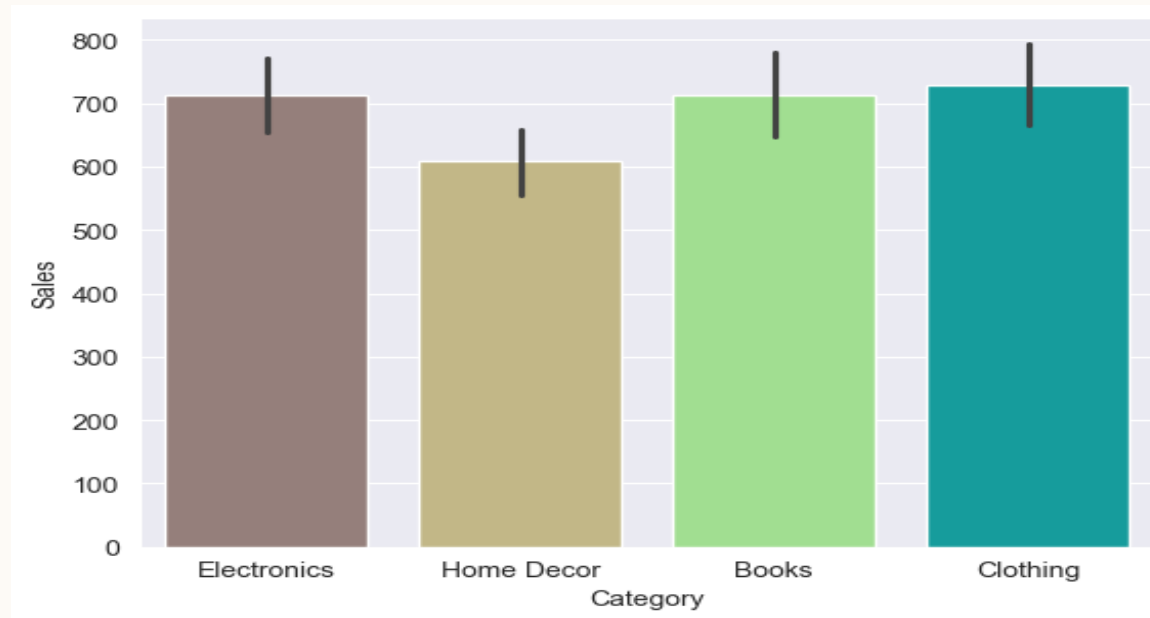
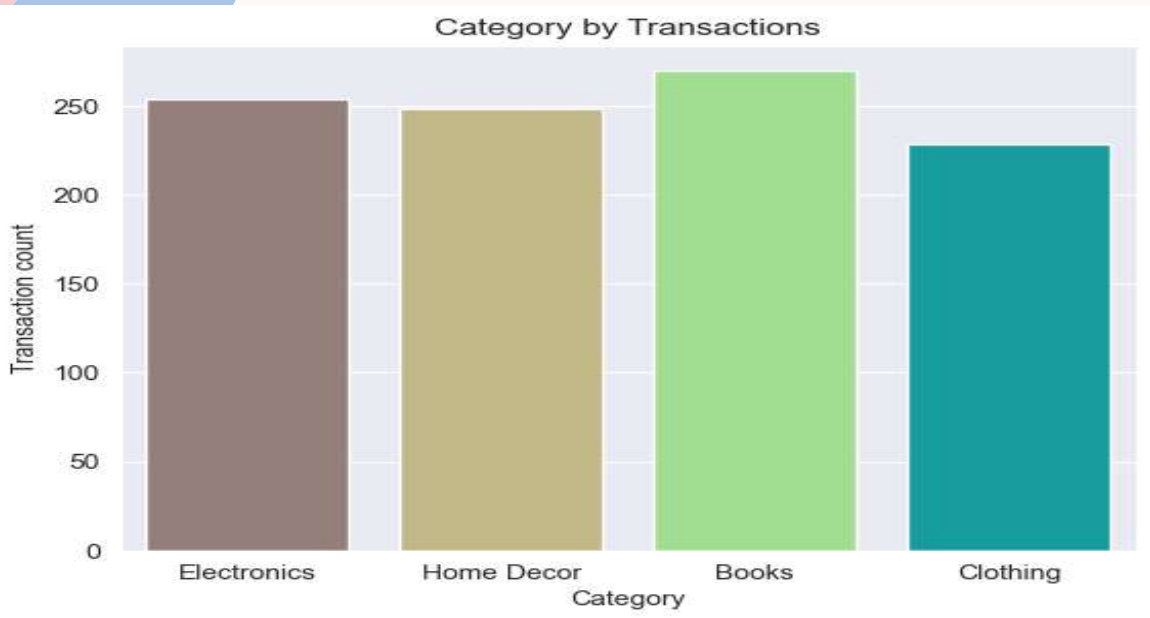
Uncover  
Insights

# INSIGHTS



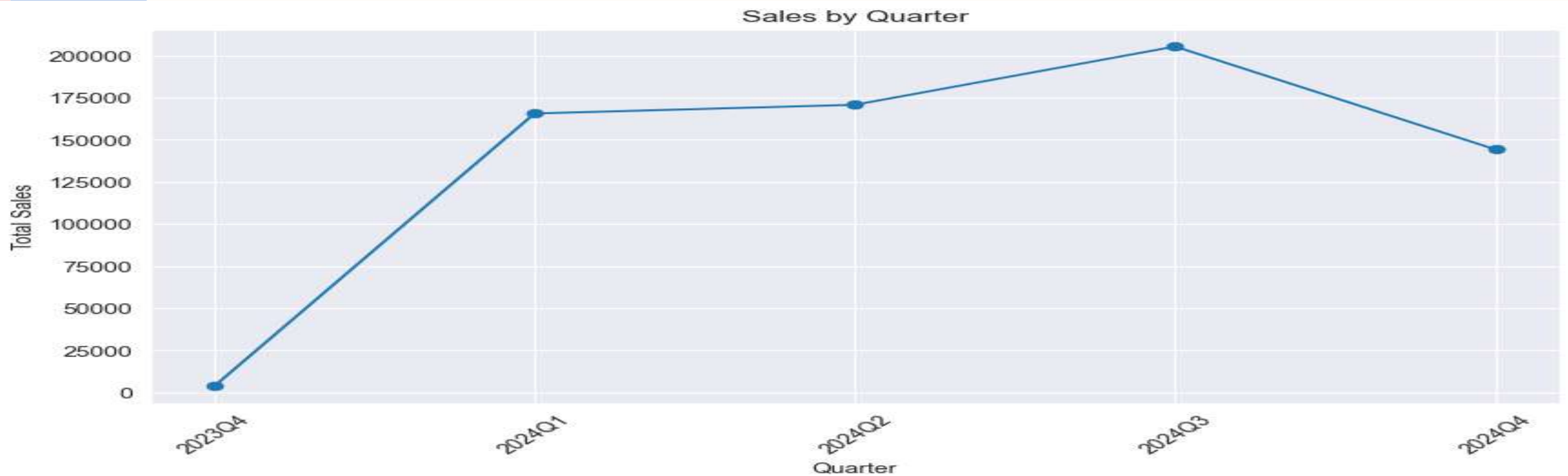
- The no. of transactions in **South America** region is the highest.
- The sales in **South America** region is the highest followed by Europe.

# INSIGHTS



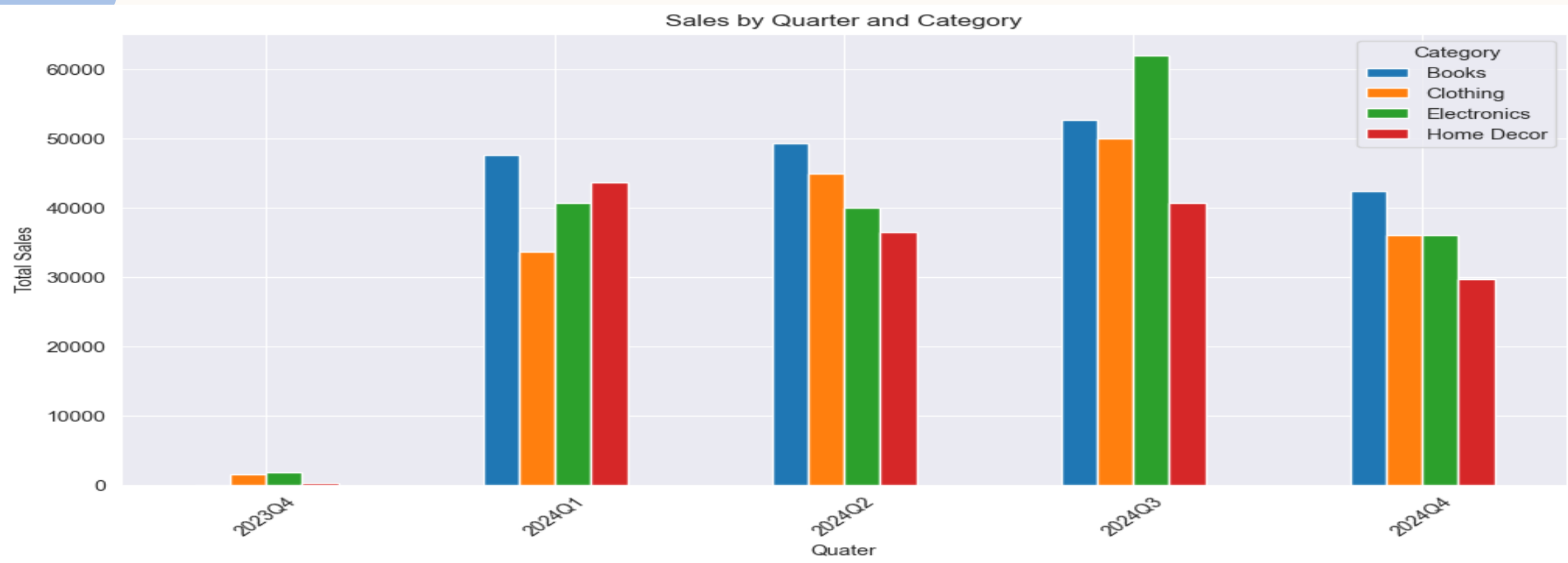
- The highest no. of transactions is done for the category “**Books**”.
- But in sales the category “**Clothing**” has done well.

# INSIGHTS



- In the year 2024 we have done well in the **Quarter 3** sales

# INSIGHTS



- Deep diving into Quarter wise sales we have further breakdown the sales into different categories.
- We got to know the major sales from Quarter 3 is from the category **Electronics**.

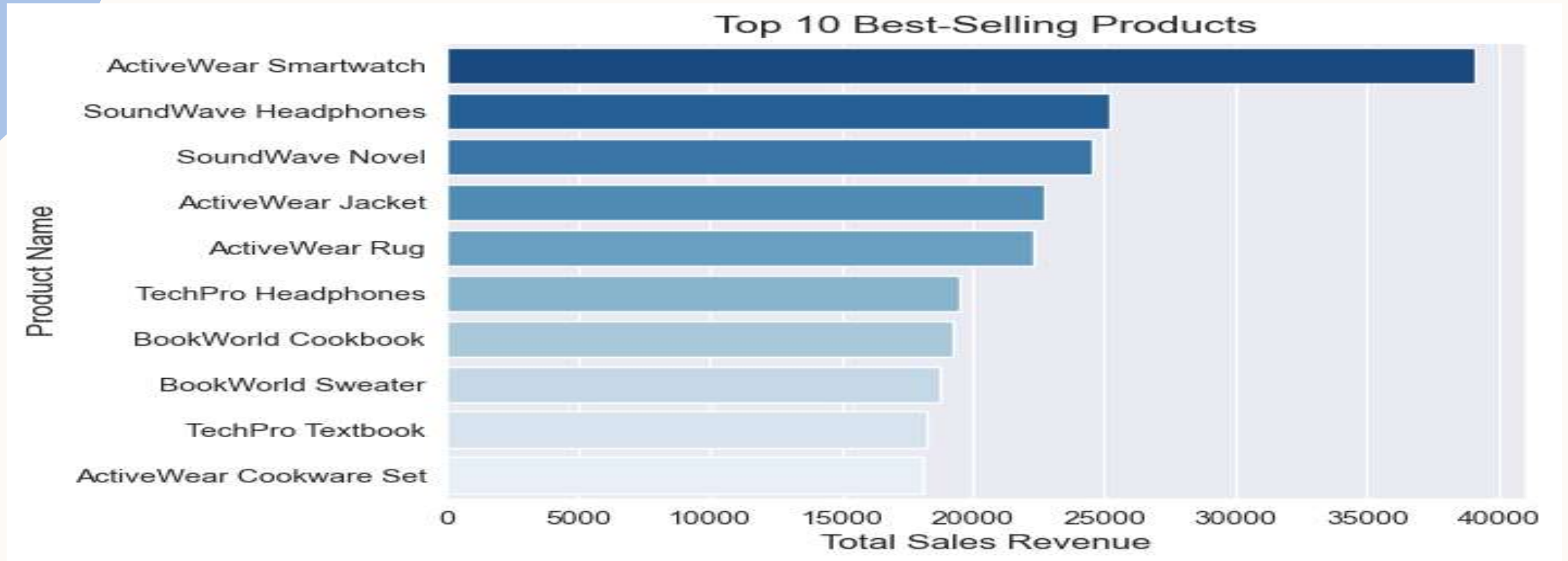


# INSIGHTS

	CustomerID	TotalValue	CustomerName	Region
0	C0141	10673.87	Paul Parsons	Europe
1	C0054	8040.39	Bruce Rhodes	Asia
2	C0065	7663.70	Gerald Hines	North America
3	C0156	7634.45	William Adams	North America
4	C0082	7572.91	Aimee Taylor	South America
5	C0188	7111.32	Anna Ball	South America
6	C0059	7073.28	Mrs. Kimberly Wright	North America
7	C0028	6819.57	Jennifer Pena	Asia
8	C0099	6715.72	Rodney Eaton	South America
9	C0165	6708.10	Juan Mcdaniel	South America

- The top 10 customers contributing to major sales.

# INSIGHTS



- Top 10 best selling products.



**THANK  
YOU**

Any Questions?