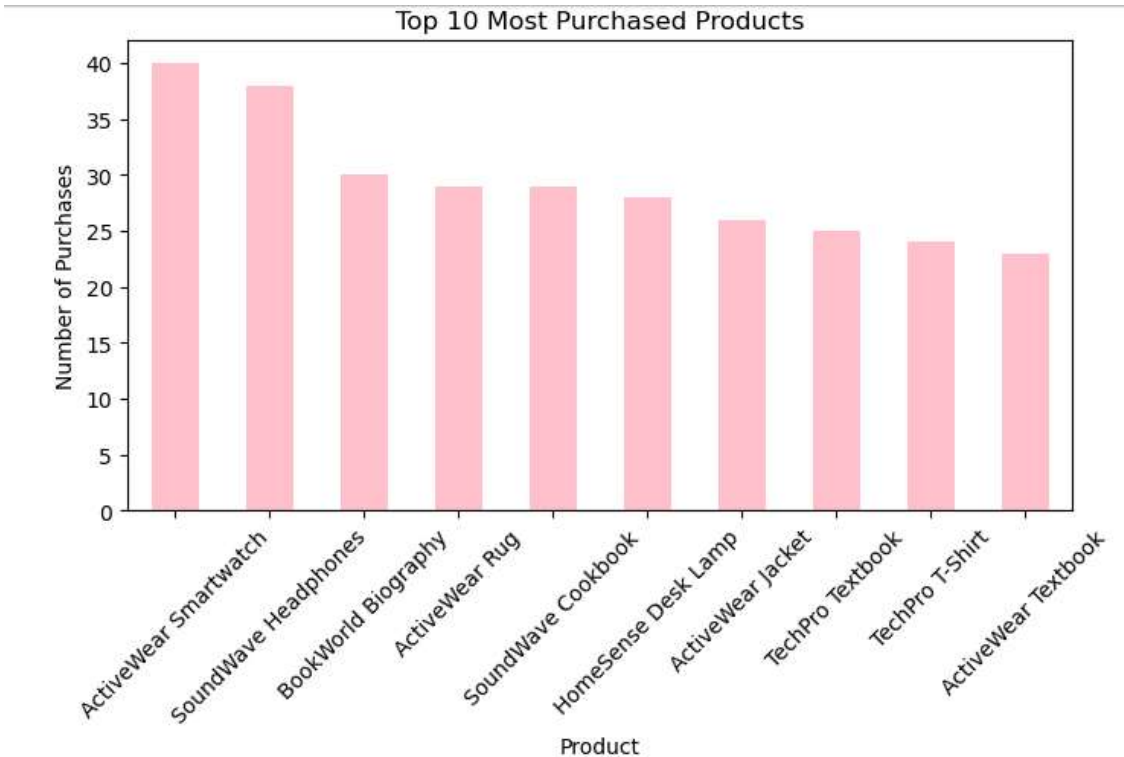


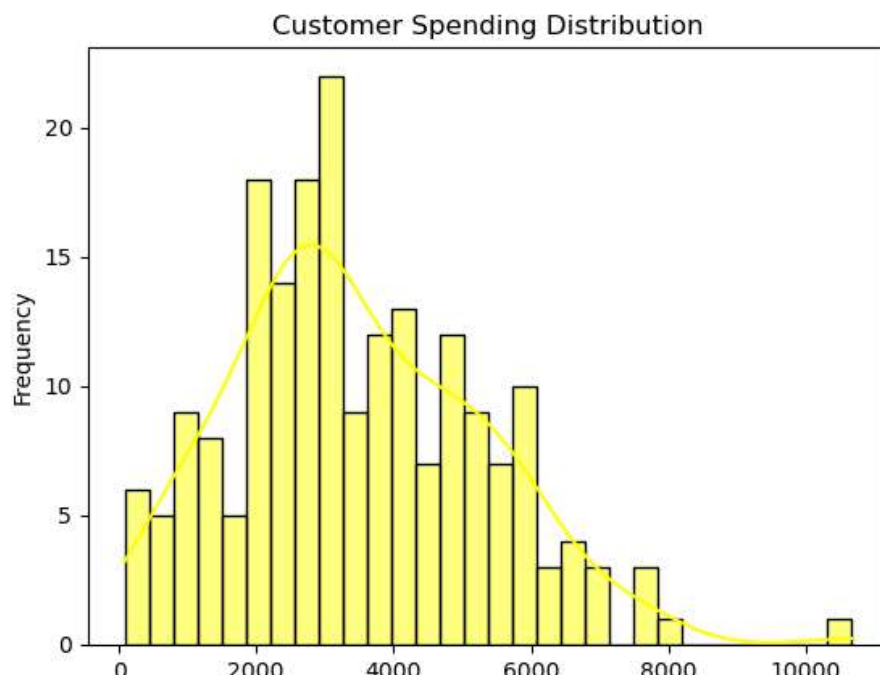
Task 1: Exploratory Data Analysis (EDA) and Business Insights

Business Insights from EDA:

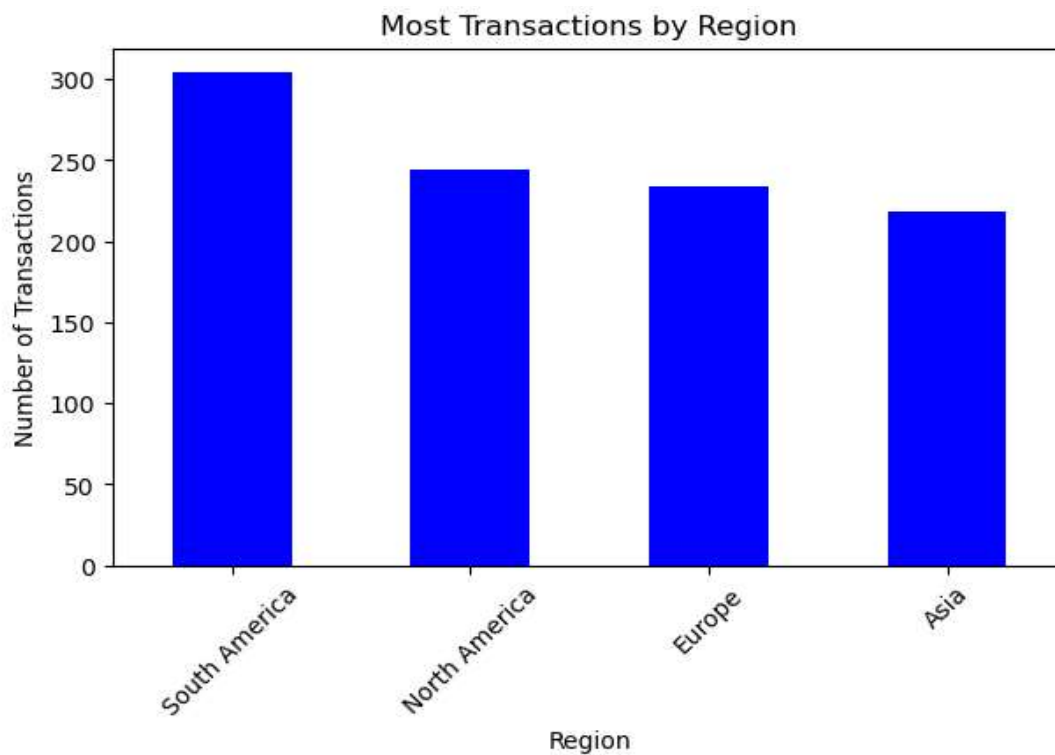
1. Top-Selling Products The top 10 most purchased products account for a significant proportion of sales. Focusing promotions on these products can maximize revenue.



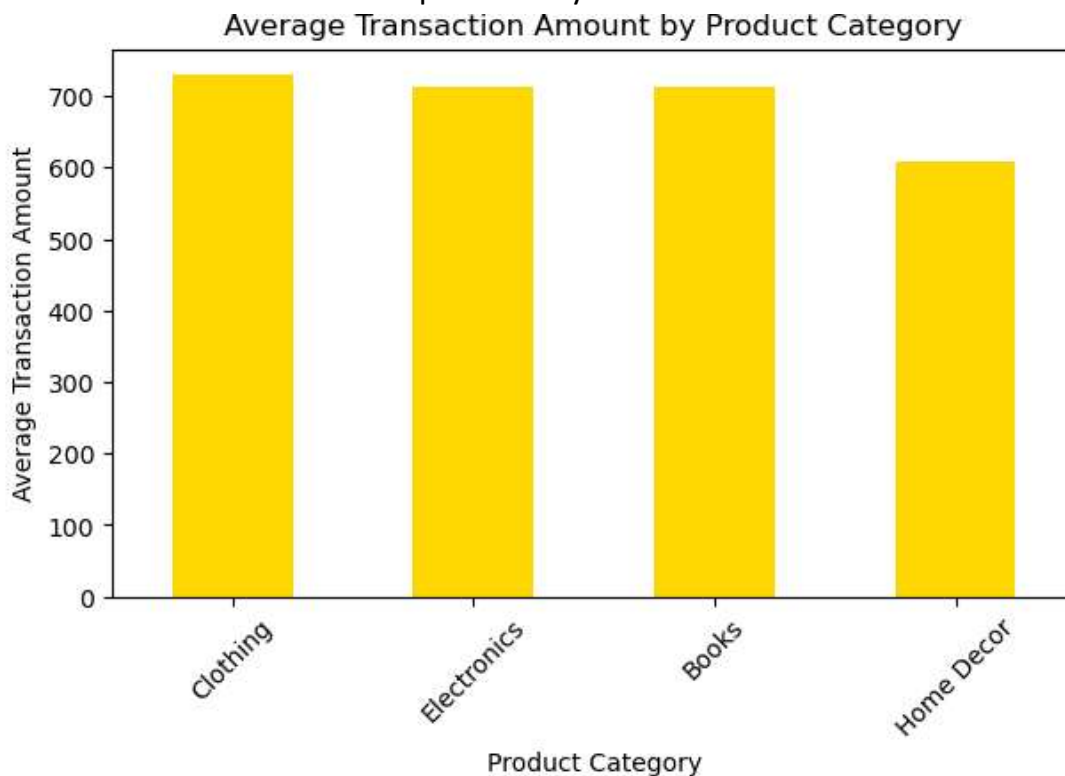
2. Customer Segmentation by Spending A small percentage of high-spending customers generate a large portion of revenue. Loyalty programs should target these customers.



3. Regional Transactions Certain regions significantly outperform others in transaction volume. Expanding product availability in top performing regions may drive sales.



4. Product Categories' Average Revenue Premium product categories contribute more to average transaction amounts. Emphasizing these categories in advertisements could enhance profitability.



5. Profitable Products The top 10 most profitable products contribute heavily to revenue. Bundling these with lesser-performing products might drive sales across the board.

