BUSINESS INSIGHTS REPORT

1. Region Distribution:

- The highest number of customers are from South America, followed by Europe, North America and Asia.
- This indicates South America as a significant market.

2. Top Product Categories:

- Books, Electronics, and Clothing are the most popular categories.

- Home Decor also holds a strong position, suggesting it as an area for potential growth.

3. Sales Trends Over Time:

- Sales peaked in February 2023, indicating strong sales in that period.

- It is important to analyse the factors driving this spike for replication in other periods.

4. Data Cleanup and Preparation:

- Missing values across datasets (Customers, Products, Transactions) were handled effectively.

- Duplicate records were identified and removed to ensure data integrity.

5. Insights on Data Distribution:

- The aggregation of customers by region and products by category provides clarity on target audiences.
- Such aggregation helps streamline marketing efforts and product focus.

Overall, these findings point to the importance of strategic marketing in regions like South America and top-selling categories like Books and Electronics. Seasonal trends also play a role, emphasizing targeted promotions during high-sales months.