

Task 1: Zeotap

Based on the EDA with loaded data, here are five business insights from the analysis:

1. Top-Selling Products:

The product TechPro Textbook is the most purchased item with a sales quantity of 62. Strategies to maintain stock and have offers on related items could further increase revenue.

2. Revenue Distribution Across Regions:

South America generated the highest revenue at \$219,352.56, and Europe with \$166,254.63. Marketing campaigns in these regions would be efficient and would gain maximum profit.

3. Popular Product Categories:

Books is the top-selling category with 681 units sold. Home Decor follows with 639 units sold. Expanding these categories can increase customer traffic.

4. Monthly Sales Trends:

Revenue peaked in certain months, such as during seasonal sales or promotions. Analyzing the causes of these trends will help in launching focused campaigns during high-traffic months.

5. Average Transaction Value:

The average transaction is \$689.99, therefore a rather high spending ability of customers that can be hiked up higher with upsell and cross-sell techniques.