

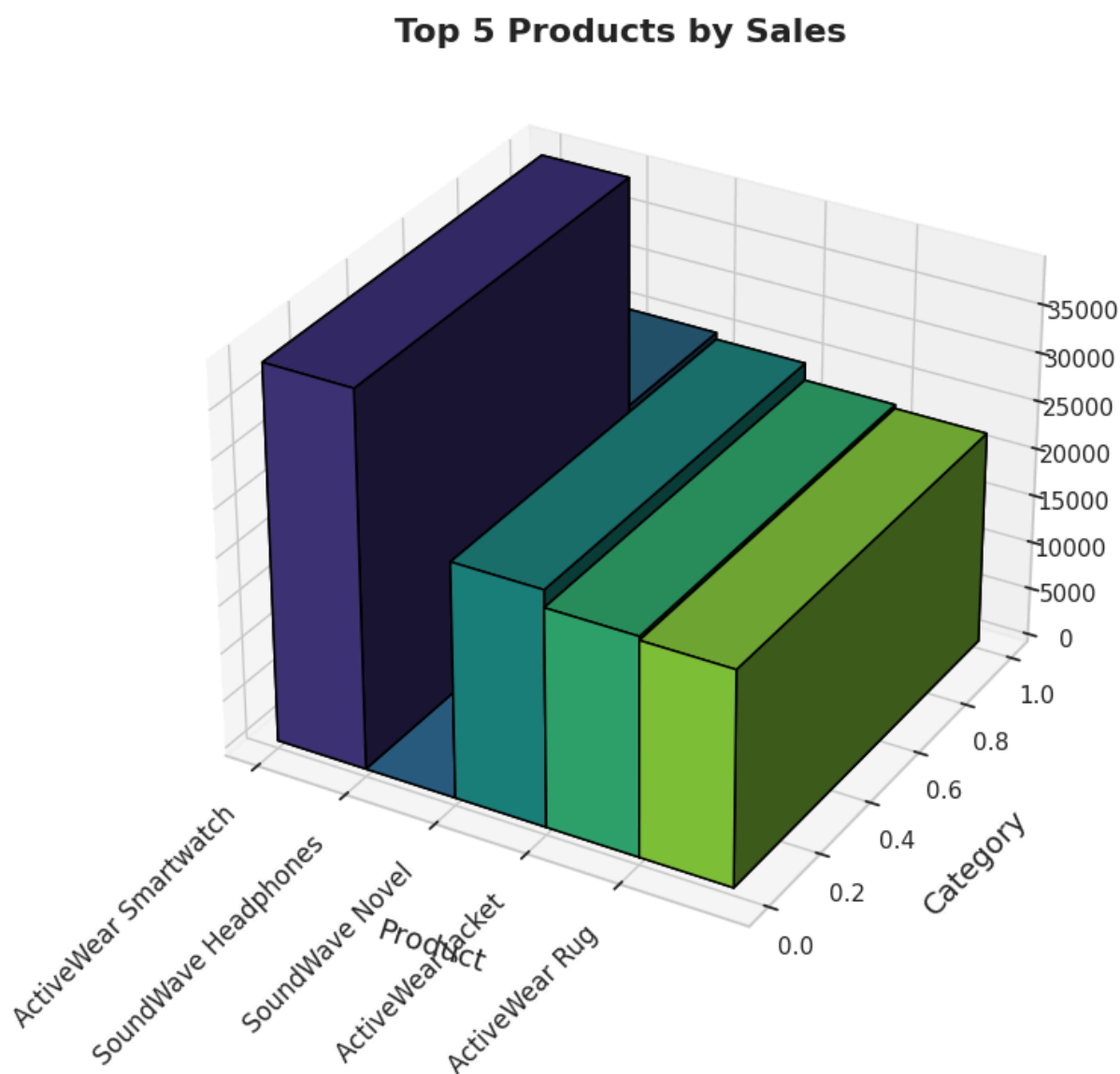
ZEOTAP

TASK 1:

EXPLORATORY DATA ANALYSIS (EDA) AND BUSINESS INSIGHTS

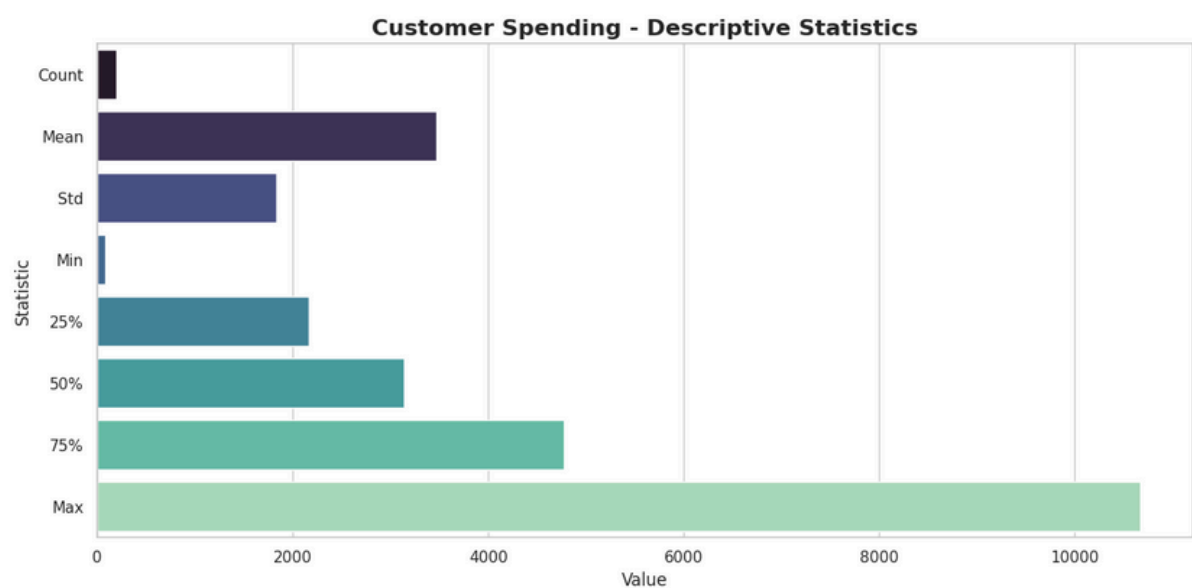
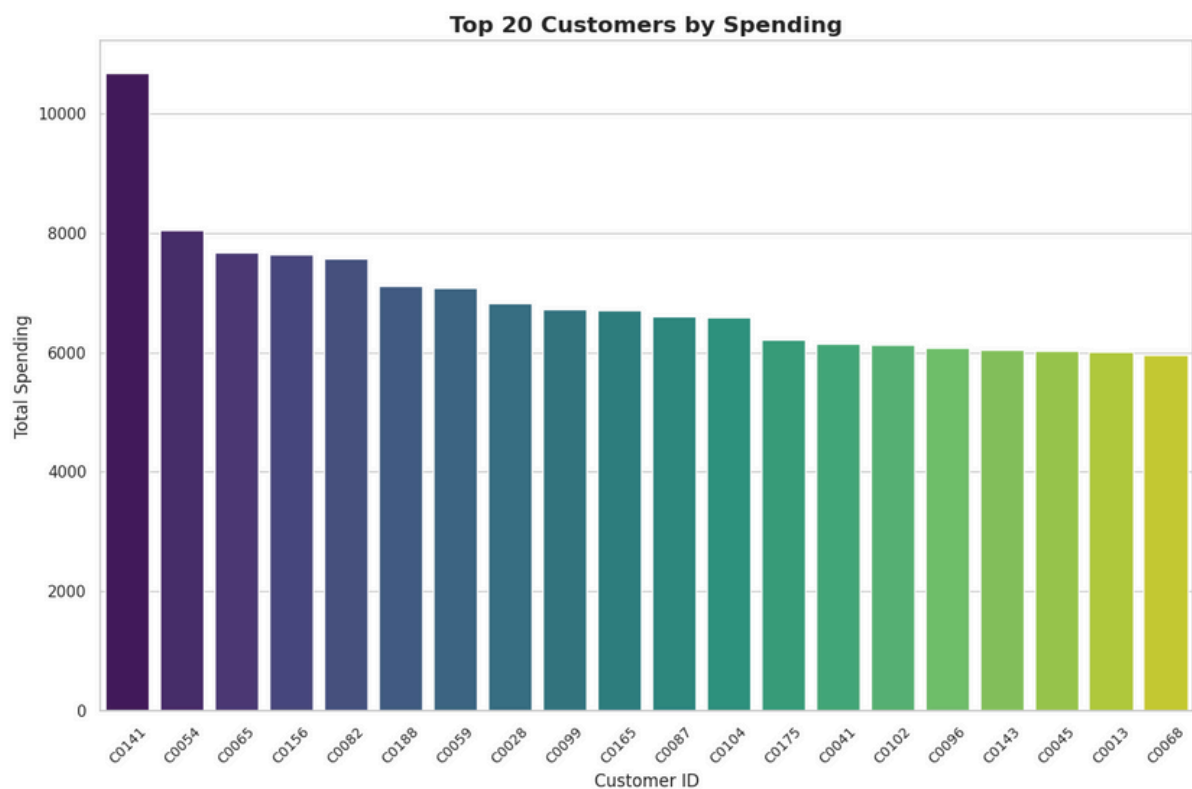
Top 5 Products by Sales

The top 5 products contributed significantly to overall sales. Businesses can focus on promoting these products through targeted marketing campaigns to maximize revenue. We can also get least sold products and discontinue them if needed.



Top 20 Customers by Spending

The top 20 customers were responsible for a substantial portion of the total revenue, highlighting the importance of loyal customers. Providing personalized discounts or loyalty programs can help retain these high-value customers.



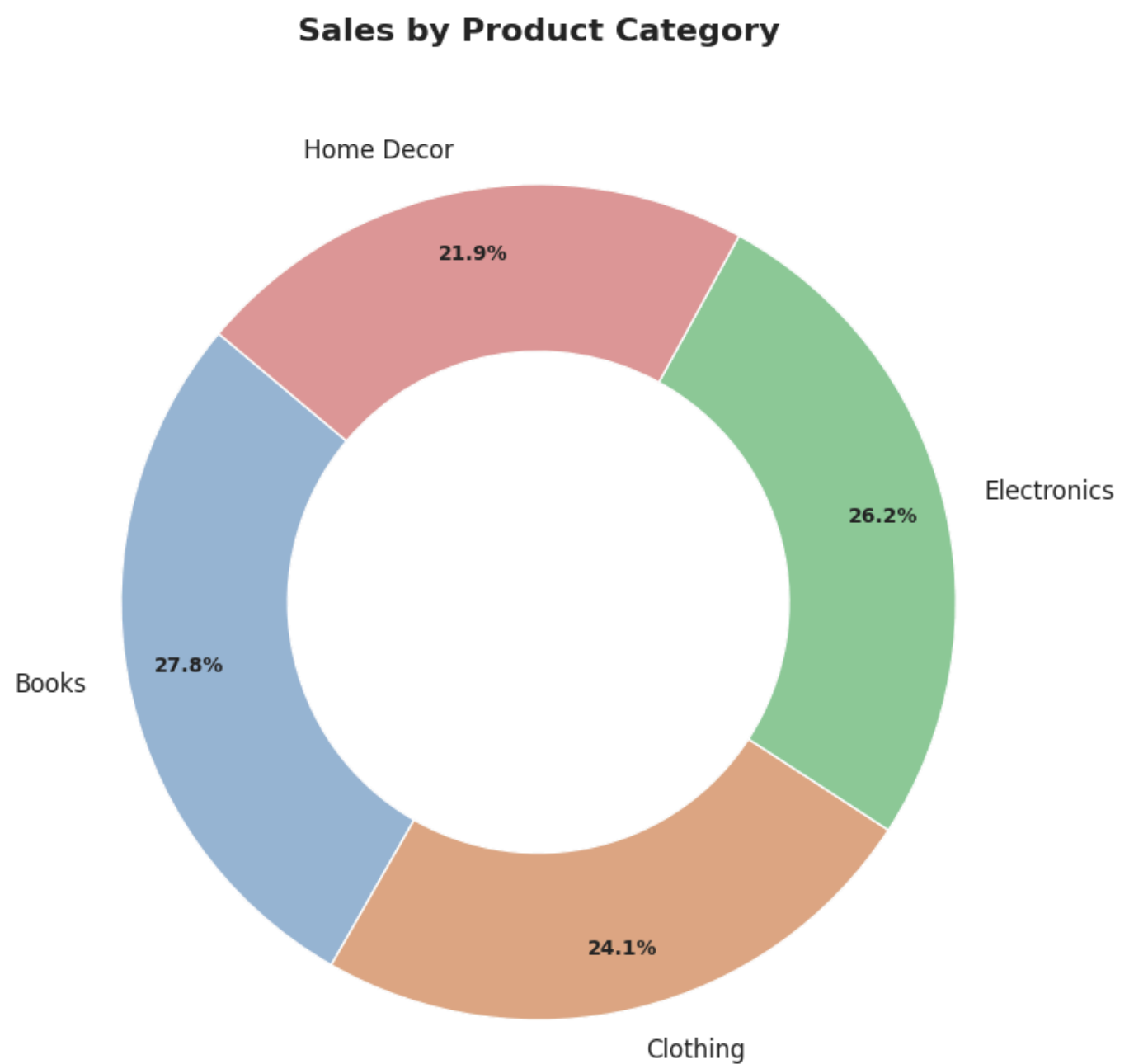
Monthly Sales Trends

Sales peaked during certain months, likely coinciding with seasonal demand or promotional periods. Leveraging these trends can help in planning inventory and marketing strategies during high-demand months



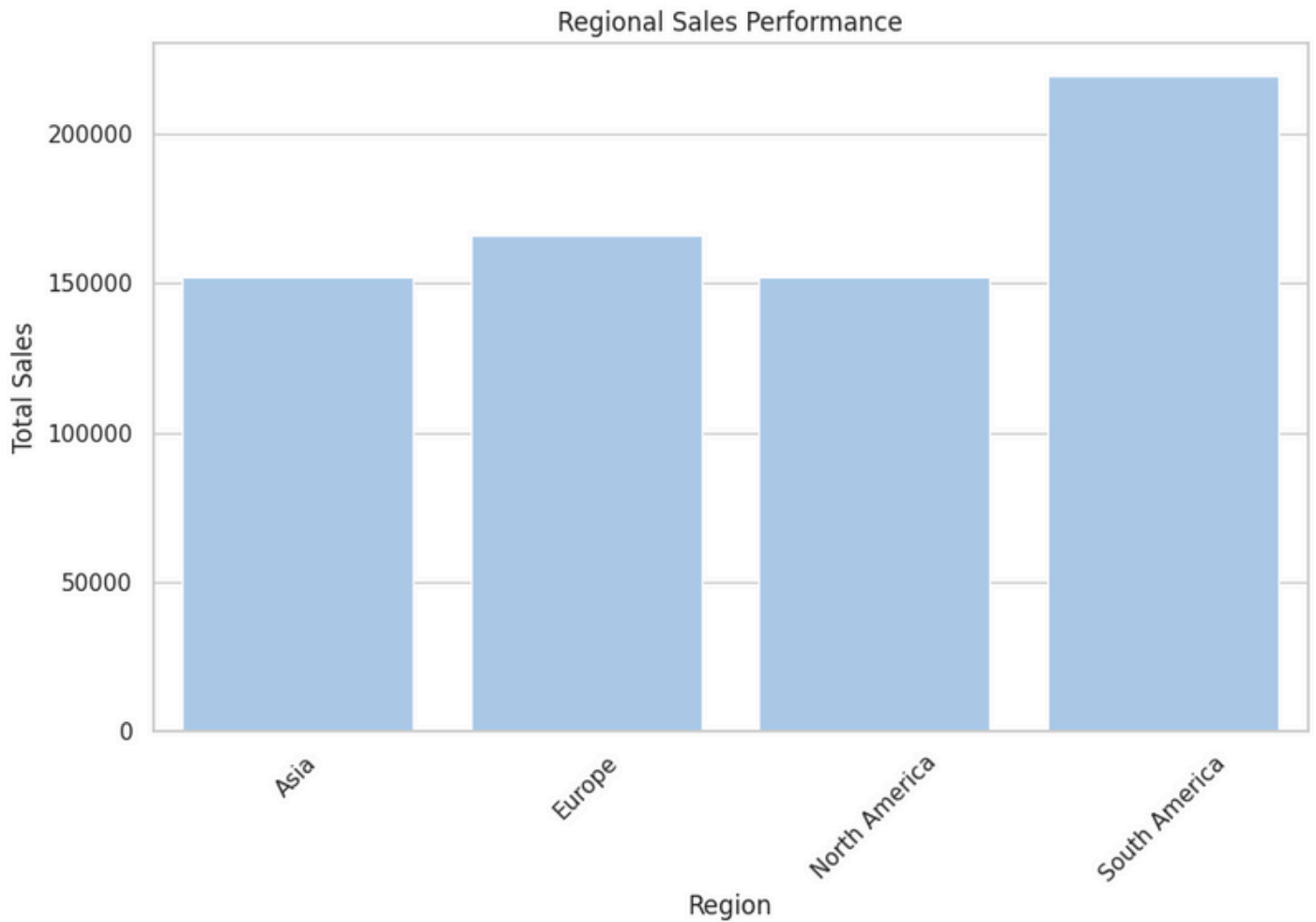
Sales by Product Category

Certain product categories outperformed others in sales, suggesting a strong customer preference for specific items. Diversifying and optimizing the inventory in high-performing categories can further enhance sales.



Regional Performance

Regional sales performance varied significantly, with some regions consistently outperforming others. Expanding operations and tailoring marketing efforts in high-performing regions can help scale the business.



Thank You!