

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

1. **Books and Electronics** bring in the *most revenue*, so it's important to focus on marketing and stocking these categories. **Clothing and Home Decor**, while not as strong, can grow by bundling them with top-performing categories or running cross-promotions.
2. Sales were highest in **July** and **September 2024**, showing *strong summer and early fall demand*. However, **December 2023** brought in around \$5,000, highlighting *missed opportunities during the holiday season*. Improving promotions and customer engagement during this time could greatly boost results.
3. Best-sellers like the **ActiveWear Smartwatch** and **SoundWave Headphones** indicate strong customer preference for *tech-oriented products*. Expanding these product lines or introducing complementary tech items may boost sales.
4. **South America** has the *largest customer base*, but **Europe and Asia** show considerable growth opportunities. Focusing on these regions with targeted strategies can help attract more customers and boost sales.
5. Products priced at **\$150-\$200** and *around \$450 perform best*. Targeting these pricing tiers *could attract maximum customers*, balancing affordability with high-value offerings.

VISUALS:



