**——— E-commerce Market Analysis Using EDA ———**

Data and analytics can help businesses respond to market changes faster. Data-driven strategies help organizations leverage insights from data to encounter challenges, recognise new opportunities, provide better customer experience, and increase revenue.

By harnessing data analytics, businesses can predict future trends, identify consumer behaviors and detect new business opportunities more quickly, creating the potential for obtaining a market advantage.

This project analyzes the dataset using various EDA techniques to discover trends with the help of statistical summaries and graph representations. Moreover using the findings, the subsequent questions are answered.

1. How was the sales trend over the months?
2. What are the most frequently purchased products?
3. How many products does the customer purchase in each transaction?
4. What are the most profitable segment customers?
5. Based on your findings, what strategy could you recommend to the business to gain more profit?