EDA Report: eCommerce Transactions Analysis

Task 1: Exploratory Data Analysis Insights

1. Regional Distribution of Customers:

   - Most customers are from South America (59), followed by Europe (50), North America (46), and Asia (45).

2. Product Category Popularity:

   - Categories like Books (26), Electronics (26), Clothing (25), and Home Decor (23) are evenly distributed.

3. Transaction Trends:

   - Transactions peaked in August and September 2024, with a gradual decline toward the end of the year.

4. Top Customers by Total Spending:

   - Customer C0141 leads with $10,673.87, followed by C0054 ($8,040.39) and C0065 ($7,663.70).

5. Top-Selling Products by Quantity:

   - Products P054 and P059 lead with 46 units each, followed by P029 (45 units) and P048 (43 units).