## **Business Insights from EDA**

- 1. Customers with higher transaction counts generally exhibit higher average transaction values.
- 2. The region with the highest number of unique customers is also the top revenue-generating region.
- 3. The product category with the highest sales volume is consistently associated with higher transaction values.
- 4. Revenue peaks during specific months, indicating seasonal trends.
- 5. Certain customer demographics correlate strongly with higher spending patterns.