

Insights From EDA

- **Regional Distribution:** Most customers are from Asia and Europe, highlighting a strong market presence in these regions.
- **Pricing Trends:** The majority of transactions involve mid-range priced products, suggesting a preference for affordability.
- **Revenue Contribution:** High-value transactions are less frequent but contribute significantly to overall revenue.
- **Customer Behavior:** Customers who signed up earlier are more likely to make frequent purchases, showing loyalty.
- **Product Performance:** Certain product categories, such as Electronics, exhibit higher sales volumes, indicating strong customer demand.