

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

1. Customer Analysis

- Analyze the distribution of customers by region.
- Count the number of customers who signed up per year.
- Identify the regions with the highest and lowest number of customers.

2. Product Analysis

- Examine the distribution of products by category.
- Identify the top 10 most expensive products.
- Analyze the pricing range across product categories.

3. Transaction Analysis

- Determine the distribution of transaction quantities.
- Identify the top products by total sales value.
- Analyze seasonal trends in transactions (e.g., monthly or yearly).