

Report on EDA (Exploratory Data Analysis)

Analysis of three Datasets: Customer data, product data, Transaction Data

Customer Data has 200 Unique Customers & has 4 Columns

Product Data has 100 Products & has 4 Columns

Price Range of Products: min- 16.08, max- 497.76, Avg - 267.55

Total Transaction: 1000 Transaction records

Transaction Recorded: From 2023-12-30 to 2024-12-28

Top 3 Products: ActiveWear Smartwatch, SoundWave Headphones, SoundWave Novel

Top 3 Customers: Paul Parsons, Bruce Rhodes, Gerald Hines

Sales by Region: Max/Highest sales in South America,

Least Sales Region: Asia has lowest Sales among them

Categorywise Sales: Highest Sales in Books Category, & Lowest Sales in Home Decor Categories

Weekly trend: max sales week date 2024-05-04 or 2024-07-13

Monthly Sales: Month July & September has Peak sales

Sales High in Third Quarter of 2024