

For the task at hand, I'll:

1. Explore the data to understand its structure.
2. Combine data as necessary (e.g., customer profile and transaction data).
3. Perform clustering analysis.
4. Report and visualize the results.

The **Transactions.xlsx** file contains one sheet named "Transactions," and the **Products.csv** file contains the following columns:

- **ProductID:** A unique identifier for each product.
- **ProductName:** The name of the product.
- **Category:** The category the product belongs to (e.g., Books, Electronics).
- **Price:** The price of the product.

The **Transactions** data contains the following columns:

- **TransactionID:** Unique identifier for each transaction.
- **CustomerID:** Unique identifier for each customer.
- **ProductID:** The ID of the product purchased.
- **TransactionDate:** The date and time of the transaction.
- **Quantity:** The number of units purchased.
- **TotalValue:** The total value of the transaction.
- **Price:** The price per unit of the product.