

EDA Summary and Insights

1. Descriptive Statistics:

- Products have prices ranging from 16.08 to 497.76, with a mean price of 267.55.
- Transactions involve quantities between 1 and 4, with an average total value of 689.99.

2. Unique Values:

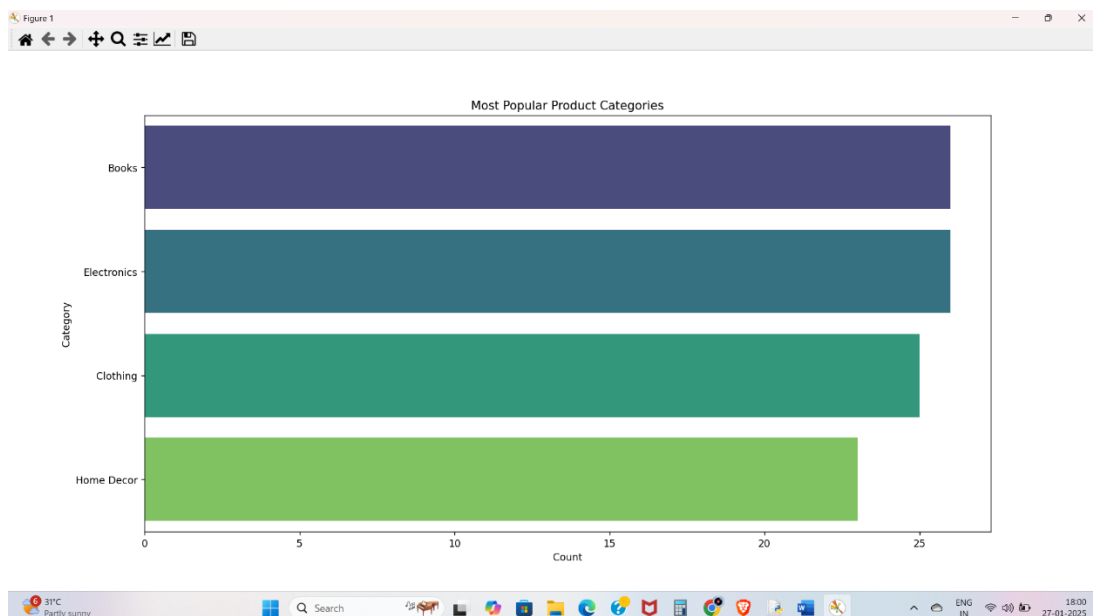
- There are 4 distinct regions
- 4 unique product categories.

3. Most Popular Products:

- The top 5 most purchased products are P059, P029, P062, P079, and P054.

4. Monthly Customer Signups:

- Customer signups peaked in April 2024, followed by high activity in September and November 2024.
- Early months in 2022 showed lower signups compared to the trend in 2024.



5. Product Price Distribution:

- Most products are priced between 150 and 400, with a few priced under 100 or over 450.

