Exploratory Data Analysis (EDA) Report

Summary Statistics - Customers

	CustomerID	CustomerName	Region	SignupDate
count	200	200	200	200
unique	200	200	4	179
top	C0001	Lawrence Carroll	South America	2024-11-11
freq	1	1	59	3

Summary Statistics - Products

	Price
count	100.000000
mean	267.551700
std	143.219383
min	16.080000
25%	147.767500
50%	292.875000
75%	397.090000
max	497.760000

Summary Statistics - Transactions

	Quantity	TotalValue	Price
count	1000.000000	1000.000000	1000.00000
mean	2.537000	689.995560	272.55407
std	1.117981	493.144478	140.73639
min	1.000000	16.080000	16.08000

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25%	2.000000	295.295000	147.95000
50%	3.000000	588.880000	299.93000
75%	4.000000	1011.660000	404.40000
max	4.000000	1991.040000	497.76000

Data Visualizations

Exploratory Data Analysis (EDA) Report

Customer Regions Distribution
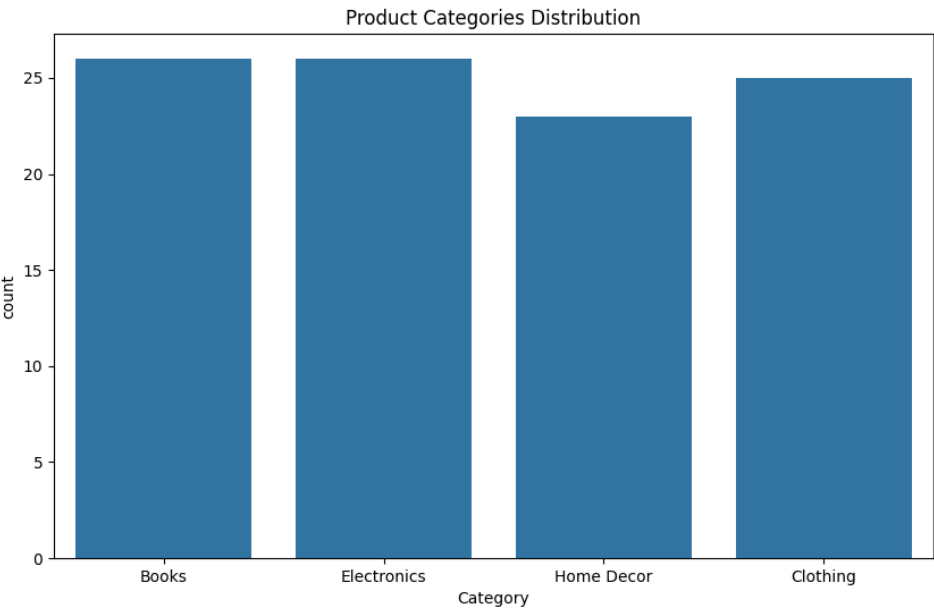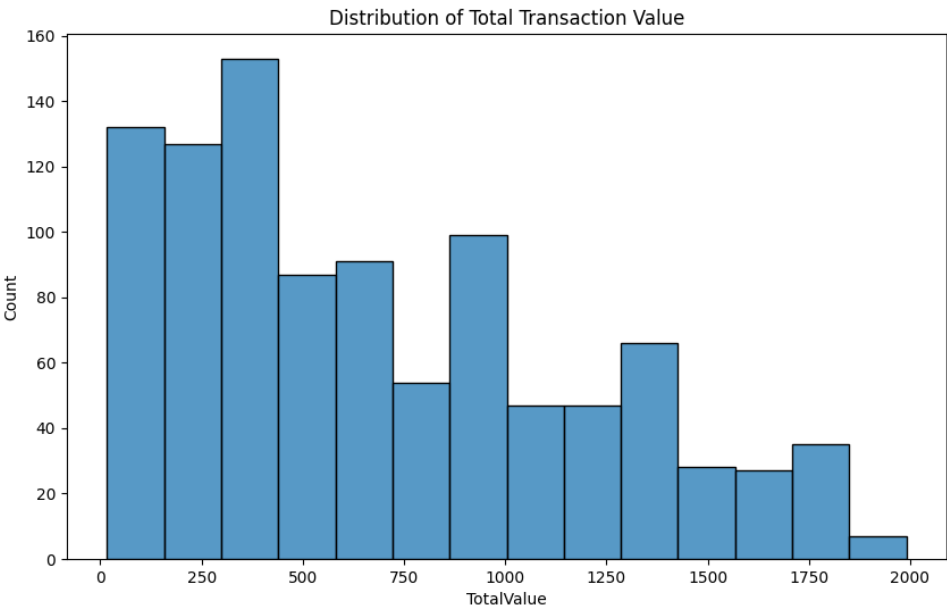
Business Insights

Insight 1: The majority of transactions have a total value below $100, indicating that most purchases are of low to moderate value.

Insight 2: The most popular product category is 'Electronics,' suggesting a high demand for electronic goods.

Insight 3: Customers from North America make up the largest portion of the customer base, indicating a strong market presence in that region.

Insight 4: There is a significant number of repeat customers, as seen from the transaction history, which suggests customer loyalty.

Insight 5: The average signup date of customers is recent, indicating a growing customer base.