

"Exploratory Data Analysis (EDA) and Business Insights"

-Analysis of Transactions, Products, and Customers

EDA FINDING:

BUSINESS INSIGHTS:

Most Common Quantity Purchased:

- The most common quantity purchased in transactions is **4 units**. This indicates that customers often buy products in bulk or sets, suggesting a preference for multi-unit purchases.

Average Transaction Value:

- The average transaction value is **\$690.00**, reflecting the typical spending behaviour of customers. This insight can guide pricing strategies and promotional offers to align with customer spending patterns.

Peak Transaction Date:

- The date with the highest number of transactions is **January 31, 2024**. This could indicate a seasonal trend, promotional event, or marketing campaign that boosted sales on this day.

Correlation Between Quantity and Total Value:

- There is a strong positive correlation ($r=0.61$) between Quantity and Total Value, showing that as customers purchase more units, the total transaction value increases significantly.

Price Consistency Across Products:

- All transactions for the same product show consistent pricing, indicating stable pricing policies. This builds customer trust and simplifies revenue forecasting for the business.



