

EDA Report

1. Customer Demographics: Most customers are from North America, indicating a strong market presence in this region.
2. Popular Products: Category 'Electronics' has the highest number of products, suggesting a high demand for electronic goods.
3. Transaction Trends: The majority of transactions have a total value between \$50 and \$100, indicating typical purchase behavior.
4. Signup Patterns: Most customers signed up within the last year, showing recent growth in the customer base.
5. High-Value Customers: A small percentage of customers contribute to a large portion of the total sales, highlighting key customers for targeted marketing.