Overview - Transactions.csv

The dataset contains detailed information about customers and their purchasing behaviour, including product id, quantities purchased, price, total expenditure, customer id, and associated dates. It provides insights into customer preferences, product popularity, and spending patterns over a one-year period. There are 199 customers and 100 products.

Insights

1. There does not appear to be any visible trend in the total value over time. The data was from 30th December 2023 to 28th December 2024. There is no seasonality as well which tells us the customer's shopping patterns were not affected by festivities.
2. Looking deeper into the purchases across months. January had the greatest number of purchases. The data includes dates after Christmas which indicates, Christmas does not cause an impact on purchasing since months 7-9 shows having greater purchases.
3. Average expenditure is for products around 265 - 275. Regardless of the number of quantities purchased, the product value falls under the range of 300. This information helps us understand if we want to introduce a new product into the market, having the price below 300 will help improve sales.
4. The highest purchase amount was 1323 by customer C0040. The highest money spent on one transaction.
5. Most popular product P059 which costed 303.2. This was the product purchased the most by customers.