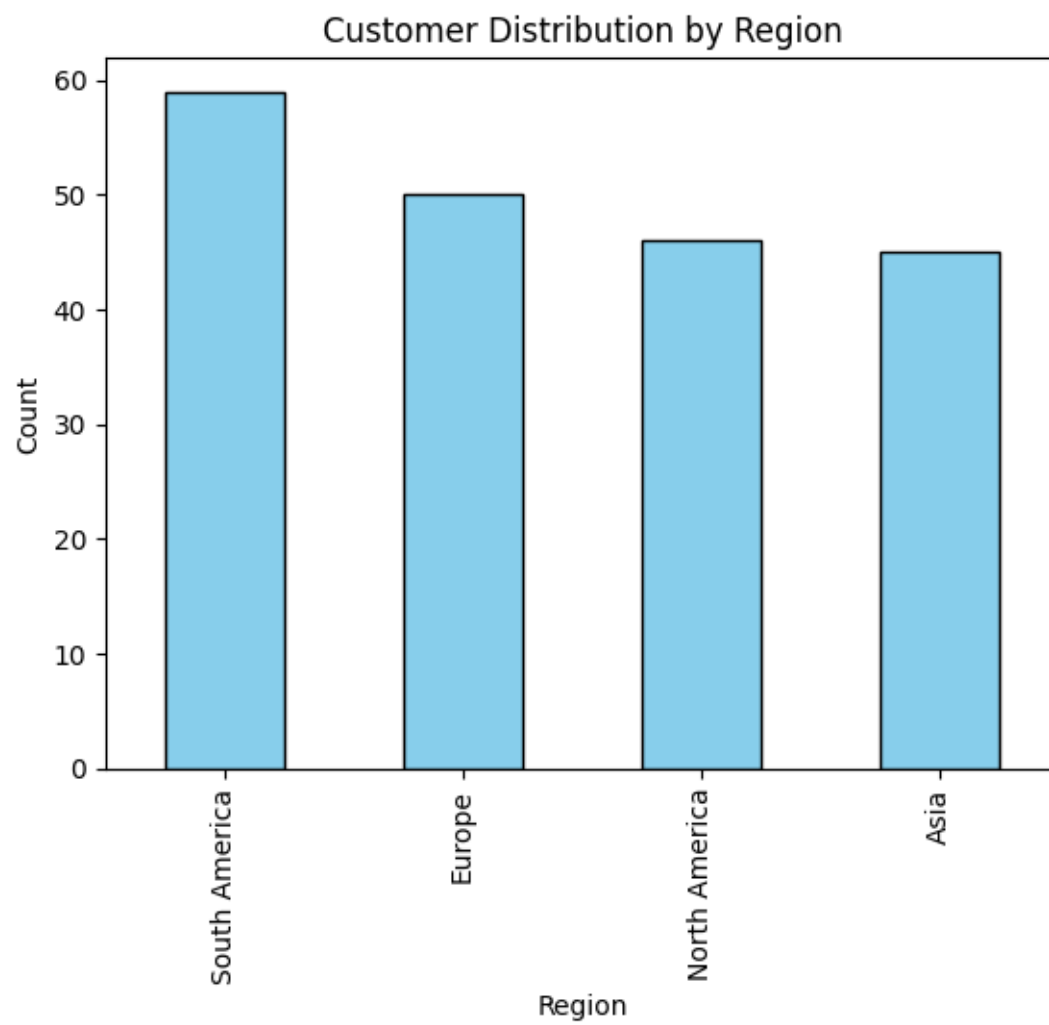
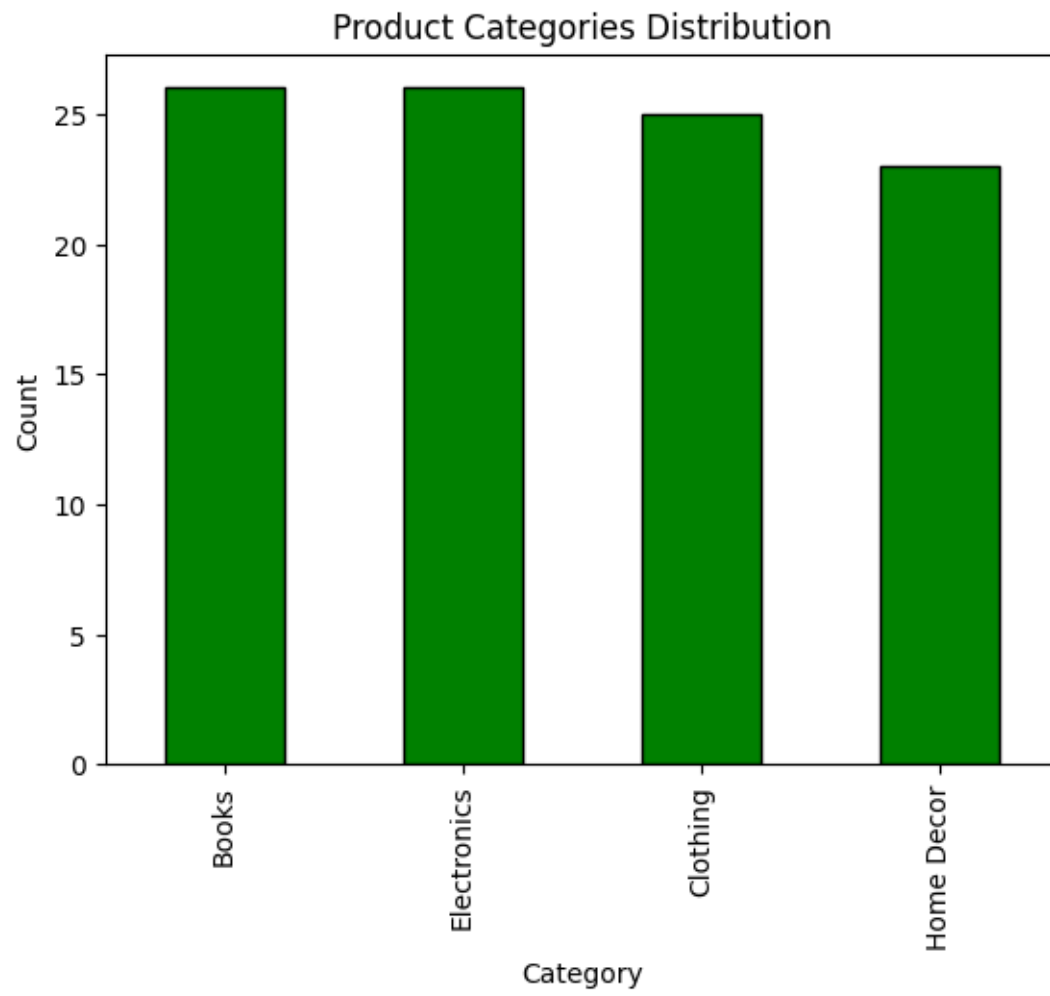
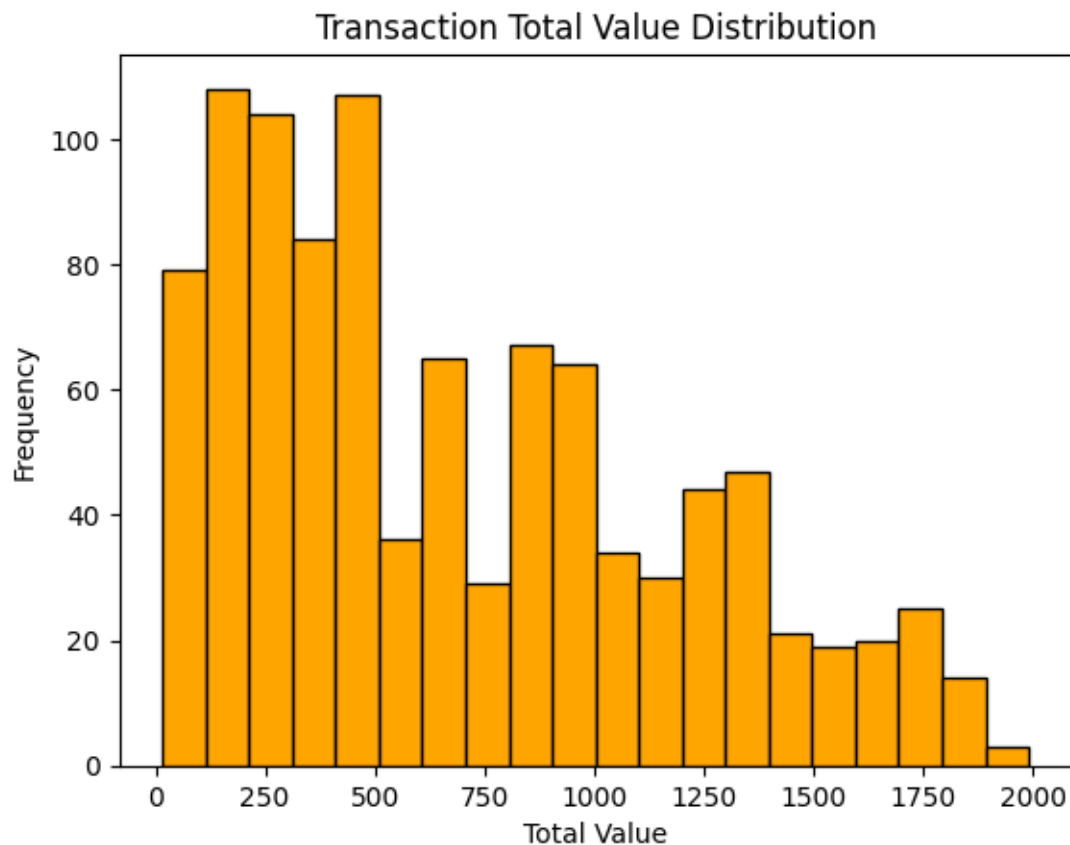


EDA







Exploratory data analysis (EDA) has provided insights into customer distribution, product categories and transaction values. The analysis showed that South America has the largest customer base, followed by Europe, North America, and Asia.

Books and Electronics dominate the market in terms of product category while Clothing and Home Decor are not favored by the clients. The transaction data is grouped with the majority in the lowest 0-500 range, with higher ones, above 500, being rare.

Data inspection regarding column names, data types, null values, and descriptive statistics helped to understand the datasets better. Several visualization exercises, including bar charts and histograms, were carried out to summarize some of the key trends and patterns prevailing among various features.