

```
# Import necessary libraries

import pandas as pd
import matplotlib.pyplot as plt
import seaborn as sns

# Load the datasets

customers = pd.read_csv("C:/Users/satis/OneDrive/Desktop/793/Customers.csv")
products = pd.read_csv("C:/Users/satis/OneDrive/Desktop/793/Products.csv")
transactions = pd.read_csv("C:/Users/satis/OneDrive/Desktop/793/Transactions (1).csv")

# Check for missing values

print(customers.isnull().sum())
print(products.isnull().sum())
print(transactions.isnull().sum())

# Check for duplicates

print(customers.duplicated().sum())
print(products.duplicated().sum())
print(transactions.duplicated().sum())

# Convert date columns to datetime format

customers['SignupDate'] = pd.to_datetime(customers['SignupDate'])
transactions['TransactionDate'] = pd.to_datetime(transactions['TransactionDate'])

# Exploratory Data Analysis (EDA)

# 1. Customer Distribution by Region

customer_region = customers['Region'].value_counts()

plt.figure(figsize=(8,6))

sns.barplot(x=customer_region.index, y=customer_region.values)

plt.title('Customer Distribution by Region')

plt.xlabel('Region')

plt.ylabel('Number of Customers')
```

```
plt.show()
```

2. Product Price Distribution

```
plt.figure(figsize=(8,6))
```

```
sns.histplot(products['Price'], kde=True)
```

```
plt.title('Product Price Distribution')
```

```
plt.xlabel('Price (USD)')
```

```
plt.ylabel('Frequency')
```

```
plt.show()
```

3. Total Sales Over Time

```
total_sales = transactions.groupby('TransactionDate')['TotalValue'].sum()
```

```
plt.figure(figsize=(10,6))
```

```
plt.plot(total_sales.index, total_sales.values)
```

```
plt.title('Total Sales Over Time')
```

```
plt.xlabel('Date')
```

```
plt.ylabel('Total Sales (USD)')
```

```
plt.show()
```

4. Most Purchased Product Categories

```
merged = pd.merge(transactions, products, on='ProductID')
```

```
category_sales = merged['Category'].value_counts()
```

```
plt.figure(figsize=(8,6))
```

```
sns.barplot(x=category_sales.index, y=category_sales.values)
```

```
plt.title('Most Purchased Product Categories')
```

```
plt.xlabel('Category')
```

```
plt.ylabel('Number of Transactions')
```

```
plt.show()
```

5. Average Transaction Value by Region

```
transaction_customers = pd.merge(transactions, customers, on='CustomerID')
```

```
avg_transaction_value = transaction_customers.groupby('Region')['TotalValue'].mean()
```

```
plt.figure(figsize=(8,6))  
sns.barplot(x=avg_transaction_value.index, y=avg_transaction_value.values)  
plt.title('Average Transaction Value by Region')  
plt.xlabel('Region')  
plt.ylabel('Average Transaction Value (USD)')  
plt.show()
```