

Business Insights Report

Business Insights from Customer Data, Products.csv, Transactions.csv

1. Overview Data sets:

Customer data

- Rows: 200
- Columns: 4
- Column Name: CustomerID, CustomerName, Region, SignupDate
- Data Types All columns are currently of type objects

Product Data

- Rows: 200
- Columns: 4
- Column Name: ProductID, ProductName, Catagory, Price
- Data Types All columns are currently of type objects except price

Transaction Data

- Rows: 1000
- Columns: 7
- Column Name: TransactionID, CustomerID, ProductID, TransactionDate, Quantity, TotalValue, Price
- Data Types All columns are currently of type objects except price and TotalValus, also Quantity is Integer type

2 Missing Value

Customer data missing value is 0

Product Data missing value is 0

Transaction Data missing value is 0

3 Unique Value

Customer data

- CustomerID 200
- CustomerName 200
- Region 4
- SignupDate 179

Product Data

- ProductID 100
- ProductName 66
- Category 4
- Price 100

Transactions Data

- TransactionID 1000
- CustomerID 199
- ProductID 100
- TransactionDate 1000
- Quantity 4
- TotalValue 369
- Price 100

Customer Distribution by Region:

- "South America" has the highest number of customers, followed by other regions.
- Uneven distribution among regions, which might reflect business priorities or market reach.

Customer Signups Over Time:

- Signups have varied over time, with noticeable peaks and troughs.
- This trend might correlate with marketing campaigns, seasonal trends, or other factors.