## **EDA Report**

## Exploratory Data Analysis (EDA) Report

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## Key Insights:

- 1. Top Product: ActiveWear Smartwatch 100 units sold, \$39,097 revenue.
- 2. January 2024 recorded the highest sales: \$66,376.
- 3. Popular Categories: Electronics and Books.
- 4. Most customers are from North America.
- 5. Average Transaction Value: \$400.