After Performing EDA I got the below Business Insights.

- Customer having ID (C0109) named (Abigail Jones) has the most number of product broughts(11) and the same number of transactions(11).

- The Product SoundWave Jeans is sold most with count(19) having price "303.20" followed by TechPro Headphones with number of solds is 17 having the price "433.64".

- That Product SoundWave Jeans was having Category "Clothing" and TechPro Headphones was of category "Electronics".

- The customer having customerID "C0109" named "Abigail Jones" bought most number of products from "North America" in the category "clothing" having the quantity "15" followed by
  customer having customerID(C0165P) named "Juan McDaniel" from "South America"   of category "Clothing"   of quantity (15).

- The Customer hailing from "Asia" named "Michael Harrell" having CustomerID(C0040) spent the most "3170.72" on category "clothing" of total quantity "8" followed by
  "Michael Atkinson" having CustomerID(C0102) spent the most "1260.96" on category "Books" of total quantity "8".

- The Category "Books" was sold the most of total price "5145.35" and total quantity "15" mostly bought by the customer named "Michael Cowan" having CustomerID(C0171)
  from "South America" followed by The Category "Clothing" of total price "2779.06" and total quantity "15" mostly bought by the customer named "Abigail Jones" having   CustomerID(C0109) from "North America".