Exploratory Data Analysis (EDA) and Business Insights:

EDA was performed on the following datasets using a python script:

1) Customers.csv
2) Products.csv
3) Transactions.csv

Based on the EDA the following business insights are observed:
1) The Total Revenue Generated: $689995.56

```
=== Total Revenue ===
Total Revenue Generated: $689995.56
```

2) Top 5 Customers by revenue:

```
=== Top 5 Customers by Revenue ===
+----+------------+----------------+
|    | CustomerID |  Total Revenue |
+====+============+================+
|  0 | C0141      |        10673.9 |
+----+------------+----------------+
|  1 | C0054      |        8040.39 |
+----+------------+----------------+
|  2 | C0065      |        7663.7  |
+----+------------+----------------+
|  3 | C0156      |        7634.45 |
+----+------------+----------------+
|  4 | C0082      |        7572.91 |
+----+------------+----------------+
```

3)Most Purchased Products:

```
=== Most Purchased Products ===
+----+------------+-----------------+
|    | ProductID  |  Total Quantity |
+====+============+=================+
|  0 | P059       |              46 |
+----+------------+-----------------+
|  1 | P054       |              46 |
+----+------------+-----------------+
|  2 | P029       |              45 |
+----+------------+-----------------+
|  3 | P079       |              43 |
+----+------------+-----------------+
|  4 | P061       |              43 |
+----+------------+-----------------+
```

4)Revenue By Region:

```
=== Revenue by Region ===
+----+---------------+-----------------+
|    | Region        |   Total Revenue |
+====+===============+=================+
|  0 | South America |          219353 |
+----+---------------+-----------------+
|  1 | Europe        |          166255 |
+----+---------------+-----------------+
|  2 | North America |          152313 |
+----+---------------+-----------------+
|  3 | Asia          |          152075 |
+----+---------------+-----------------+
```