

**Description:-**

There are three files

Customers.csv:-has 200 unique customers

Products.csv:- has 200 unique products

Transactions.csv:- has 1000 unique transaction which defines the relation between customers.csv and products.csv

**Five Points for business insights:-**

- 1) On analysing transaction.csv along with customer.csv I found that almost 94% customers has made more than one transaction for different products
- 2) On an average every customer has a transaction for atleast 4 products respectively and the highest number of products bought are 11
- 3) The customers are present from every region equally but still south america had the highest number of customers
- 4) In products.csv same products have multiple product id which is confusing for customers
- 5) Maximum number of products are sold from electronics category