

Business Insights:

1. **Data Loading and Overview:** The business has data on customers, products, and transactions, enabling analysis of customer behavior and product performance.
2. **Data Quality:** Initial checks revealed no missing values in the datasets, indicating good data quality for analysis.
3. **Customer Acquisition:** The SignupDate column allows for analysis of customer acquisition trends and patterns over time.
4. **Sales Analysis:** Converting TransactionDate to datetime enables analysis of sales trends, seasonal patterns, and product performance over specific periods.
5. **Customer Segmentation:** Clustering customers based on TotalValue and Quantity can identify distinct customer groups with varying purchase behaviors, enabling targeted marketing and product recommendations.