**Daily Transaction Analysis Report**

**Project Overview**

The Daily Transaction Analysis project examines transaction data to identify daily, weekly, and monthly financial trends. It helps businesses detect peak volumes, unusual fluctuations, and recurring patterns to improve sales planning, resource allocation, and marketing strategies.

**Project Description**

This project involves importing a transaction dataset containing date-wise transaction records and analyzing the data using Python. The main goals were:

* **Data Cleaning**: Ensuring all dates were correctly formatted and missing values handled.
* **Time Series Aggregation**: Grouping the data by day and visualizing transaction volume.
* **Trend Detection**: Using line plots and rolling averages to observe daily patterns.
* **Seasonal Patterns**: Highlighting specific days or months that consistently show spikes or dips.

**Tech Stack**

* Python 3
* Jupyter Notebook
* Pandas
* Matplotlib
* Seaborn
* NumPy

**Key Finding**

* Analyze the trend of Expenses and Income over the period from 2015 to 2018.
* Identify the most frequently used Expense Mode across all transactions.
* Determine the highest Expense Categories and their corresponding Subcategories.
* Find out which Payment Mode accounts for the highest total amount**.**

**Code**

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