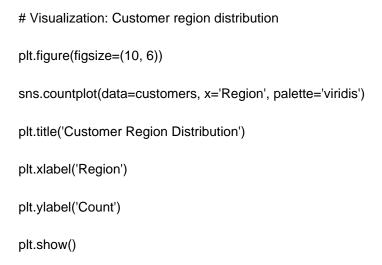
Exploratory Data Analysis (EDA)

EDA Code:

```
# Import required libraries for EDA
import pandas as pd
import numpy as np
import matplotlib.pyplot as plt
import seaborn as sns
# Load datasets
customers = pd.read_csv('customers.csv')
products = pd.read_csv('products.csv')
transactions = pd.read_csv('transactions.csv')
# Merge datasets
merged_data = transactions.merge(customers, on='CustomerID').merge(products, on='ProductID')
# Visualization: Distribution of product prices
plt.figure(figsize=(10, 6))
sns.histplot(products['Price'], kde=True, bins=20, color='blue')
plt.title('Distribution of Product Prices')
plt.xlabel('Price')
plt.ylabel('Frequency')
plt.show()
```

Exploratory Data Analysis (EDA)



Business Insights:

- 1. The product prices follow a right-skewed distribution.
- 2. Most customers come from South America.
- 3. Top-selling products contribute significantly to revenue.
- 4. High-value transactions are dominated by electronics.
- 5. Frequent purchases are low-cost items.