

Data Science Assignment: eCommerce Transactions Dataset

Task 1: Exploratory Data Analysis (EDA) and Business Insights

Business Insights:

1. The majority of customers are from the South America region, which dominates the revenue generation.
2. Product category 'Books' has the highest number of transactions, indicating its popularity.
3. The top 5 products contribute significantly to overall revenue, with the highest revenue from 'Smartwatch'.
4. Transaction activity peaked in 2024-01, suggesting potential seasonality in customer purchasing behavior.
5. Customers from the South America region have the highest average transaction value, indicating a strong market.





