

EDA Insights

Insight 1: Customer Base: 200 customers across 4 regions, with South America being the largest market.

Insight 2: Revenue Generation: Total revenue of \$689,995.56 with average transaction value of \$690.00

Insight 3: Product Portfolio: 100 products across 4 categories

Insight 4: Customer Engagement: count 199.000000

mean 5.025126

std 2.198340

min 1.000000

25% 3.000000

50% 5.000000

75% 6.000000

max 11.000000

Name: total_purchases, dtype: float64

Insight 5: Category Performance: Category

Books 192147.47

Electronics 180783.50

Clothing 166170.66

Home Decor 150893.93

Name: total_revenue, dtype: float64