Exploratory Data Analysis (EDA) Report

EDA Insights

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1. The dataset has a wide geographical distribution of customers, with regions spanning across multiple continents.

2. Most transactions are concentrated in a few product categories, revealing a high demand for certain product types.

3. The average transaction value shows a steady increase over time, with larger purchases occurring around specific dates.

4. There is a clear correlation between the price of products and the total transaction value, with high-value items leading to larger purchases.

5. A few customers dominate the transaction history, suggesting a potential focus for loyalty programs.