EDA & Business Insights

EDA was performed on the dataset & following are the business insights from it:

1) Most of the Users signed up are from South America , while least are from Asia
2) Looking at the Customer Sign up dates : 2024 was the best year & most users joined in september & november 2024
3) Looking at the combined monthly data , April followed by February are the busiest months
4) Maximum value purchased is 10673.87 , while the minimum value is 82.36. The average value is 3467.31
5) Books are the most purchased product categories