Sonal Garg - Exploratory Data Analysis (EDA) Report

Business Insights:

- 1. Region distribution shows a mix of North, South, East, and West.
- 2. Monthly transactions show an increasing trend.
- 3. Top 5 products by quantity sold are identified.
- 4. Top customers based on total spending can be targeted for retention.
- 5. Product quantity patterns help identify high-demand items.