Summary of Findings:

1. **Data Overview:**
   - The merged dataset contains 1,000 transactions across 4 product categories: Books, Electronics, Home Decor, and Clothing.
   - No missing values are present in any of the columns.
2. **Top Categories:**
   - The most popular product category is **Books** (270 transactions), followed by Electronics (254), Home Decor (248), and Clothing (228).
3. **Regional Distribution:**
   - Most customers are from **South America** (304 transactions), followed by North America (244), Europe (234), and Asia (218).
4. **Sales Trends:**
   - A clear upward trend in sales is observed over the year, with January 2024 having the highest transaction volume.
5. **Customer Insights:**
   - 199 unique customers participated in the transactions, with some customers making multiple purchases.

Business Insights:

1. **Top Product Categories:**
   - Books are the most popular category (270 transactions), followed by Electronics (254), Home Decor (248), and Clothing (228).
2. **Regional Performance:**
   - South America leads in transactions (304), with North America (244), Europe (234), and Asia (218) following.
3. **Sales Trends:**
   - A consistent upward trend in sales is evident, peaking in January 2024.
4. **Average Transaction Value:**
   - Regions vary significantly in spending, with the highest average transaction values in North America.
5. **Customer Retention:**
   - Approximately **93.97%** of customers made repeat purchases, indicating retention opportunities.