

Exploratory Data Analysis (EDA) Report

EDA Overview

The EDA involved analyzing the eCommerce transactions dataset to extract insights and patterns. Key visualizations and insights are included below to provide a summary of the dataset's behavior.

Key Insights

1. Most customers are from South America, followed by Asia and Europe.
2. The most frequently purchased products are in the Books and Electronics categories.
3. Most transaction values range between \$300 and \$700, with occasional high-value purchases.
4. Product prices range from \$16 to \$498, with an average price of \$268.
5. Customer signups peaked during late 2024, indicating a growing user base.

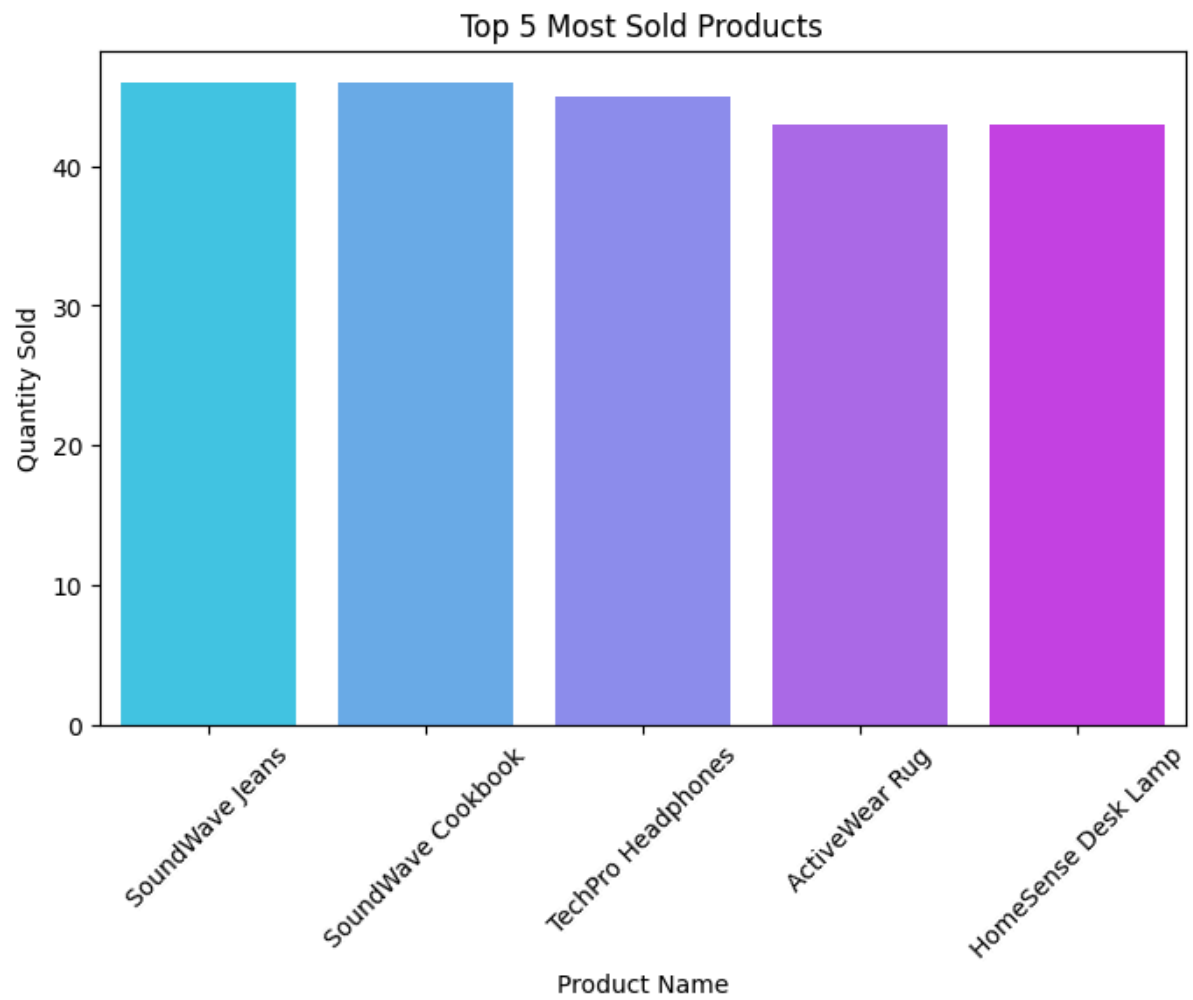
Visualizations

Attached visualizations illustrate:

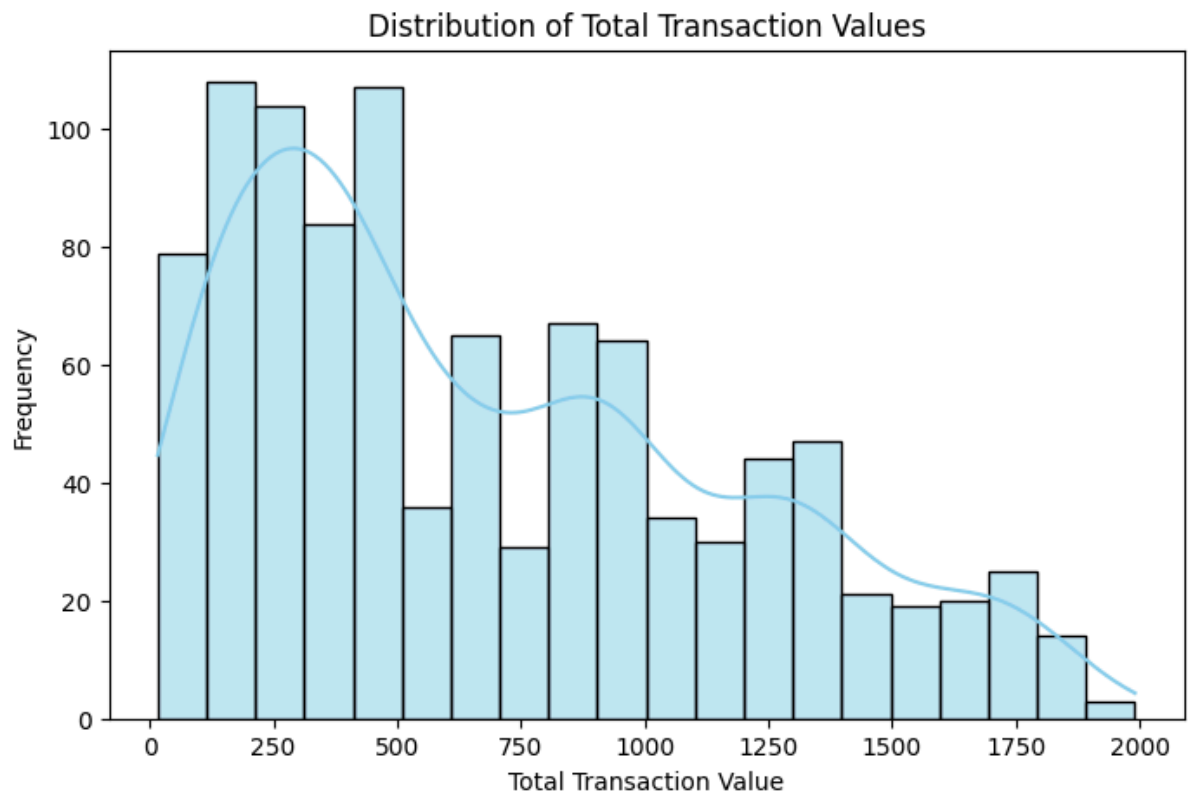
- Customer distribution by region



- Top 5 most sold products



- Distribution of total transaction values



- Product price distribution



- Signup trends over time

