

Title: Exploratory Data Analysis (EDA) and Business Insights

1. Overview of the Dataset:

- The dataset includes customer profiles, product details, and transaction history.
- Data cleaning was performed to address missing values and format inconsistencies.

2. Insights Derived:

- **Top-Selling Products:** The top 5 products by revenue are [Product A, Product B, ...]. These products contributed significantly to overall sales.
- **Regional Revenue Contribution:** The region with the highest revenue is [Region X]. This indicates strong market potential.
- **Customer Behaviour Over Time:** Transaction frequency peaked in [Month/Year], suggesting seasonal trends.
- **Price vs. Sales:** Products in the [X-USD] price range generated the highest sales.
- **Signup Trends:** Most customers signed up during [Month/Year], potentially due to promotional campaigns.