

TASK 01: Business Insights from EDA

- **Insight 1:** There is a strong positive correlation between quantity and total value.
- **Insight 2:** There is a strong positive correlation between price and total value.
- **Insight 3:** The data suggests that many customers make frequent, small purchases, while a smaller number of customers make occasional, but much larger, purchases.
- **Insight 4:** The distribution of transaction values suggests that there are some outliers, which may be due to large orders or high-value items.
- **Insight 5:** South America has the highest total sales, followed by Europe, North America and Asia.