

EDA and Business Insights Report

1. No missing or duplicate data was detected in the datasets, ensuring clean inputs for analysis.
2. Product prices range from \$16.08 to \$497.76, with the majority priced around \$267.55.
3. Transaction values vary significantly, with an average value of \$689.99 and a maximum value of \$1991.04.
4. The majority of transactions involve 2 to 4 items, indicating customer preference for moderate-sized purchases.
5. The datasets' date columns were converted successfully, enabling time-based trend analysis.