

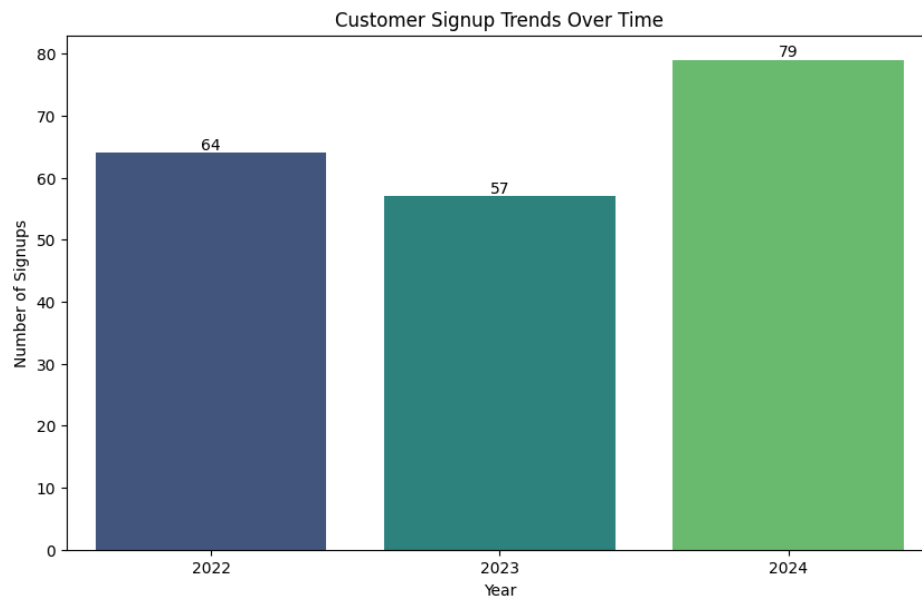
Task 1: Exploratory Data Analysis (EDA) and Business Insights

Business Insights

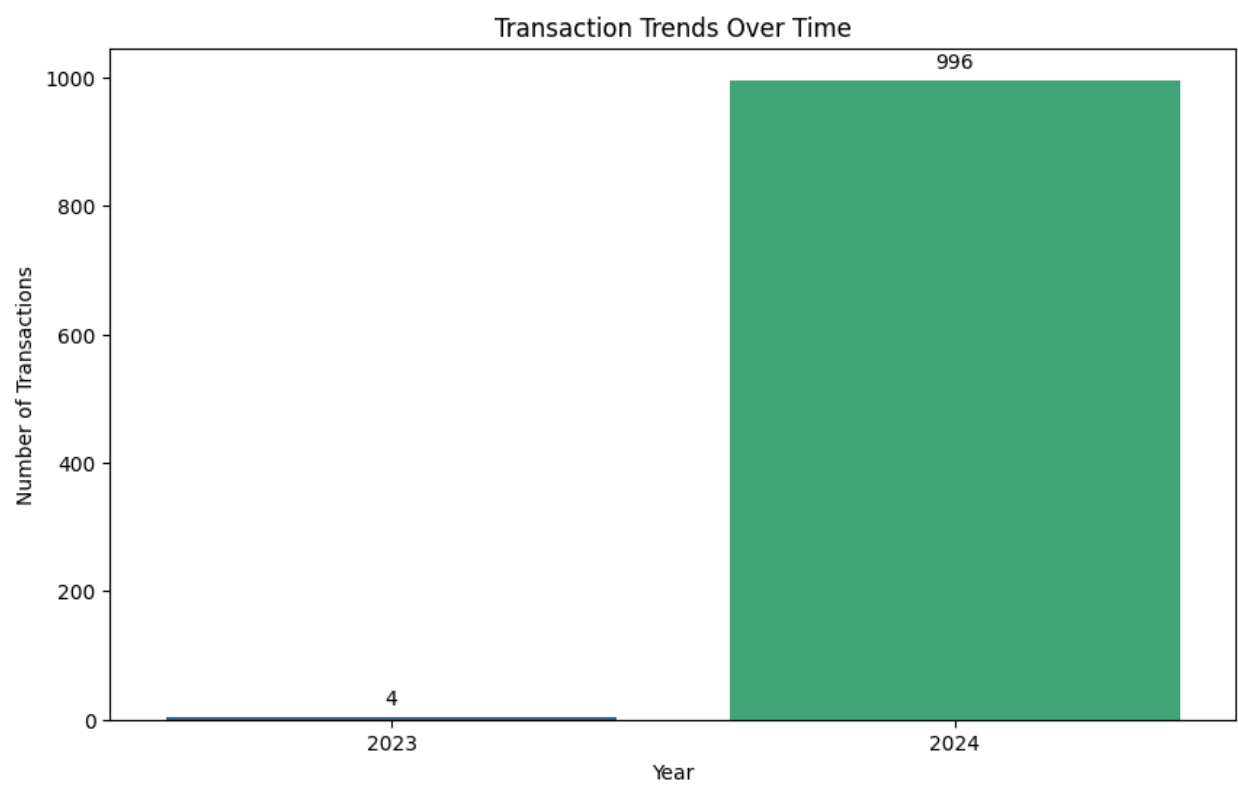
1. More customers from South America



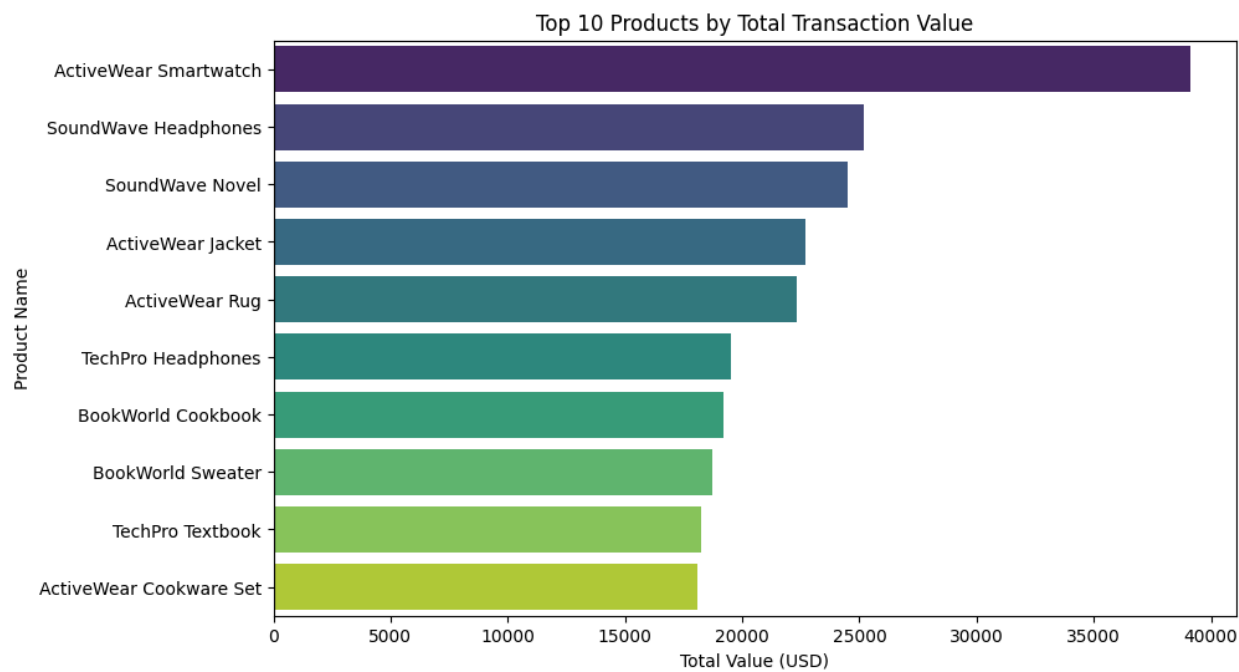
2. More Customer Sign Ups in year 2024



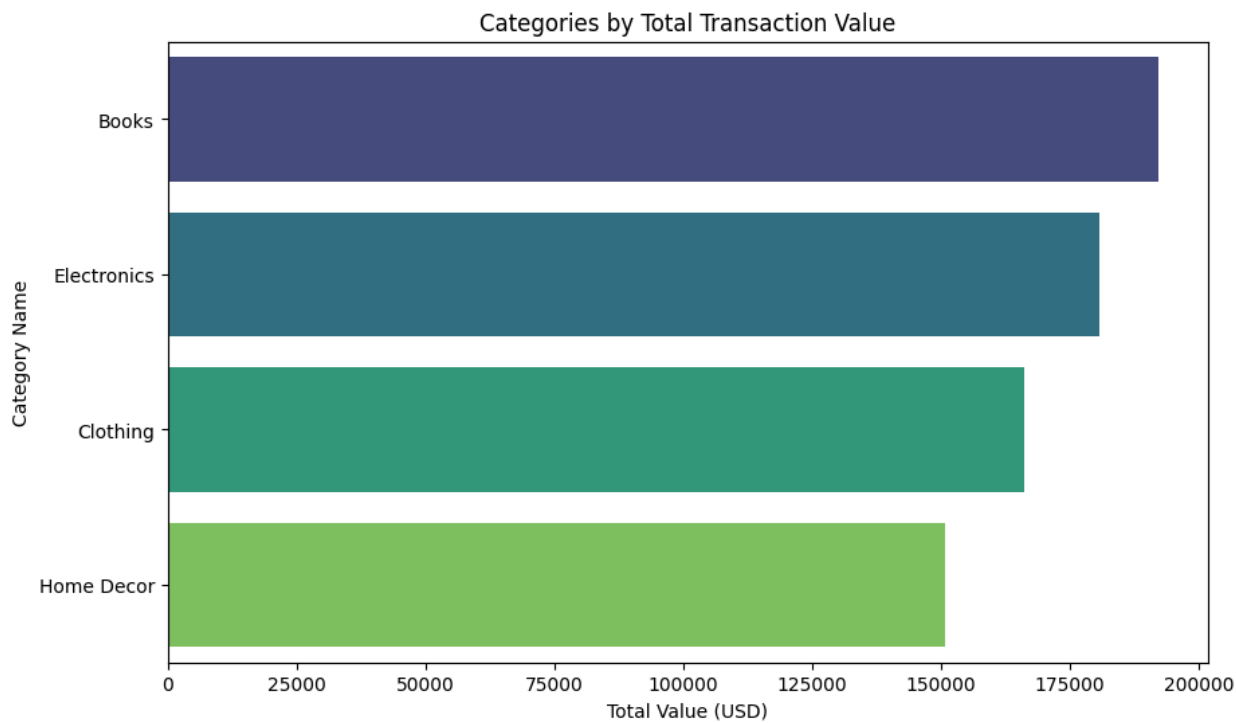
3. More Transaction in 2024



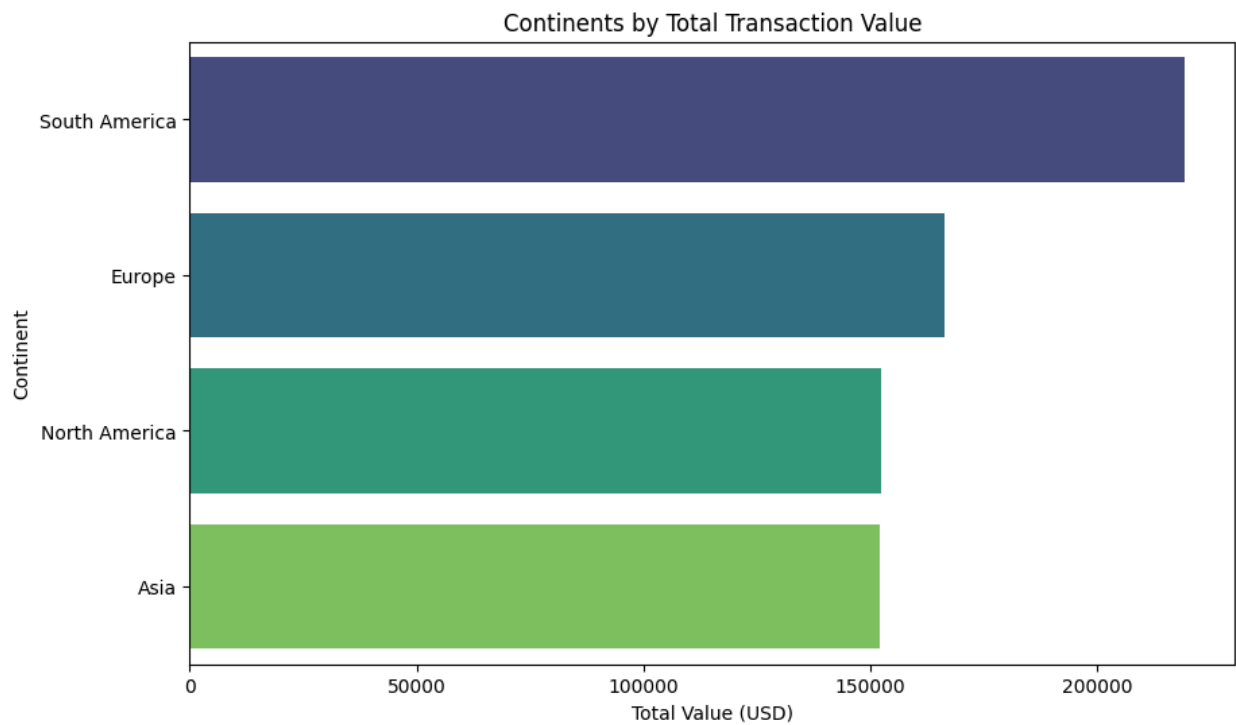
4. Top 10 Products by Total Transaction Value



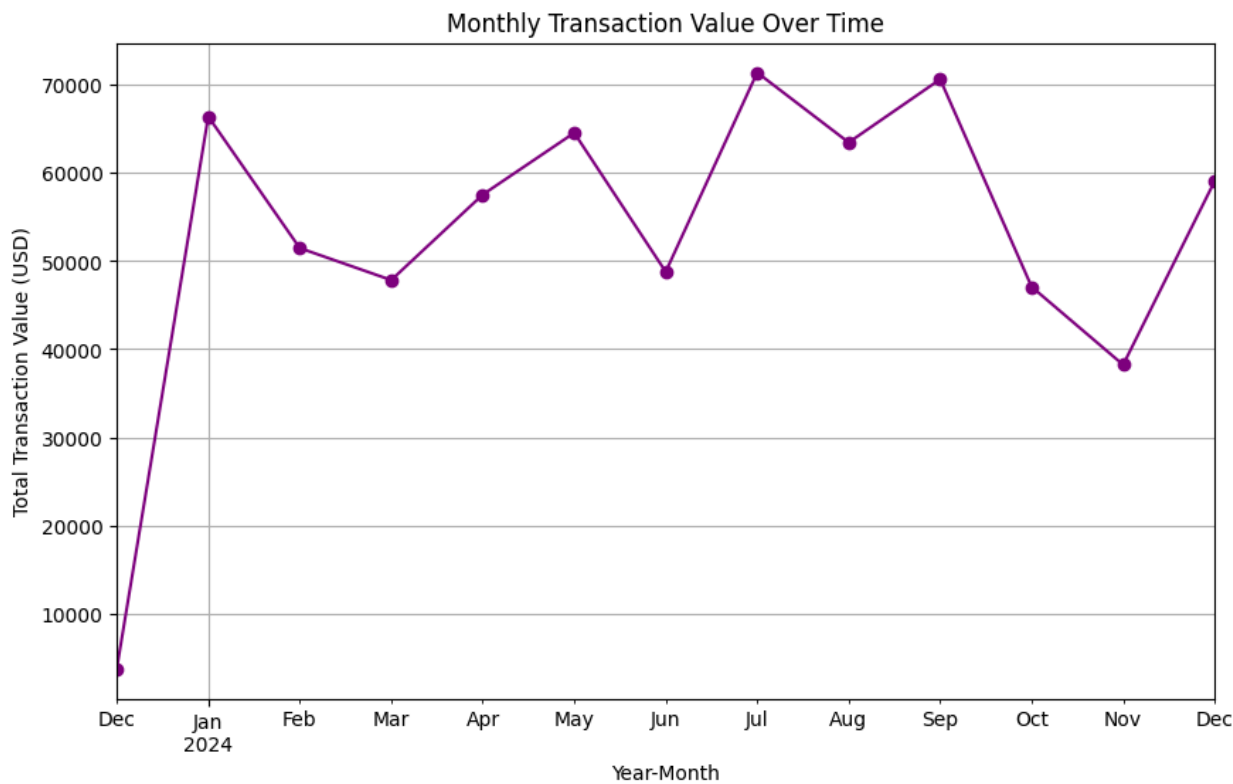
5. Top Categories by Total Transaction Value



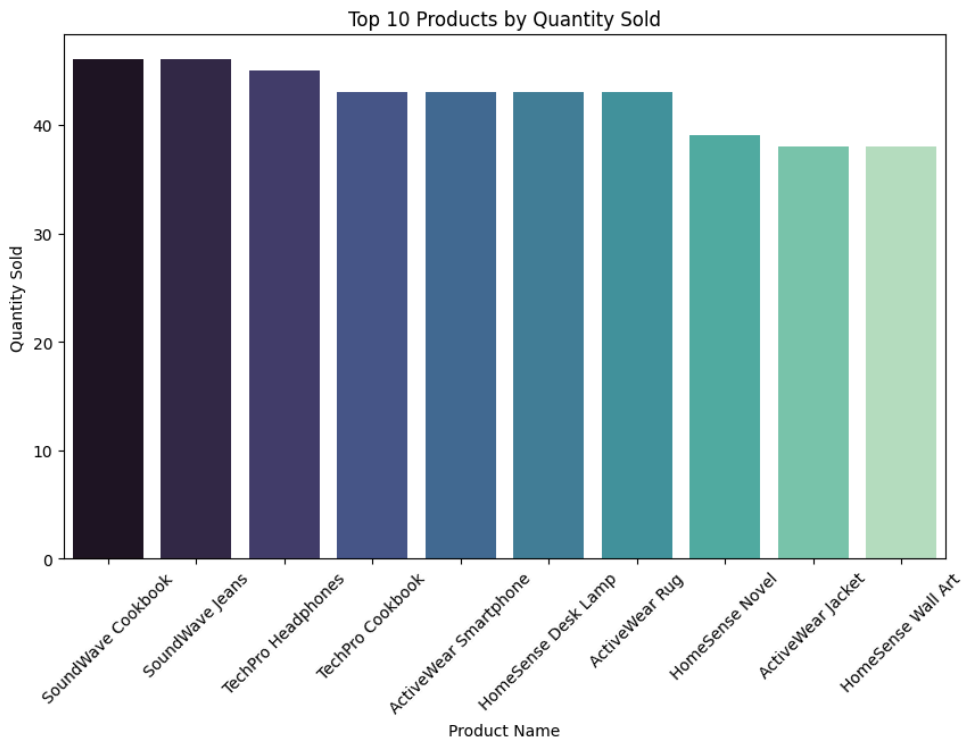
6. Top Regions by Total Transaction Value



7. Monthly Sales



8. Top 10 Products Sold by Quantity



9. Correlation Heatmap of Features

