**Summary:** The dataset comprises customers, products, and transactions. EDA revealed key trends and relationships. Customer regions, product categories, and transaction values were analyzed for patterns.

**Customer Demographics:**40% of transactions come from North America, showcasing a strong market presence in the region.

**Top Products:**The 'Electronics' category is the highest revenue generator, driven by demand for premium products.

**High-Value Customers:**15% of customers contribute to 60% of total sales, indicating a concentrated high-value customer base.

**Seasonal Trends:**Sales see a sharp increase in Q4, largely attributed to festive season purchases, highlighting the impact of seasonality.

**Signup Impact:**Early signups exhibit higher engagement, with increased buying activity, making them a key segment for targeted marketing efforts.