



Based on the EDA, we can start deriving some business insights. Here are a few examples:

1. Customer Distribution by Region:

- Which region has the highest number of customers?
- Are there any regions with significantly fewer customers?

2. Product Category Popularity:

- Which product category is the most popular based on transaction volume?
- Are there any categories with low sales?

3. Transaction Trends:

- What is the average transaction value?
- Are there any outliers in transaction quantities or values?

4. Customer Signup Trends:

- How has customer signup grown over time?
- Are there any seasonal trends in customer signups?

5. Product Pricing Analysis:

- What is the price distribution of products?
- Are there any high-priced products that are less frequently purchased?