

Exploratory Data Analysis (EDA) Insights

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1. South America has the highest number of customers (59 out of 200), making it a significant market for targeted marketing campaigns.
2. The 'Books' category is the most common product category (26% of products), indicating a strong focus on literature and educational products.
3. The average transaction value is \$689.99, suggesting customers make high-value purchases on average.
4. The majority of customers buy 2 to 4 items per transaction, emphasizing the importance of bundled product offers to drive sales.
5. Product prices range between \$16.08 and \$497.76, with an average price of \$267.55. This highlights the diverse pricing strategy targeting varied customer segments.