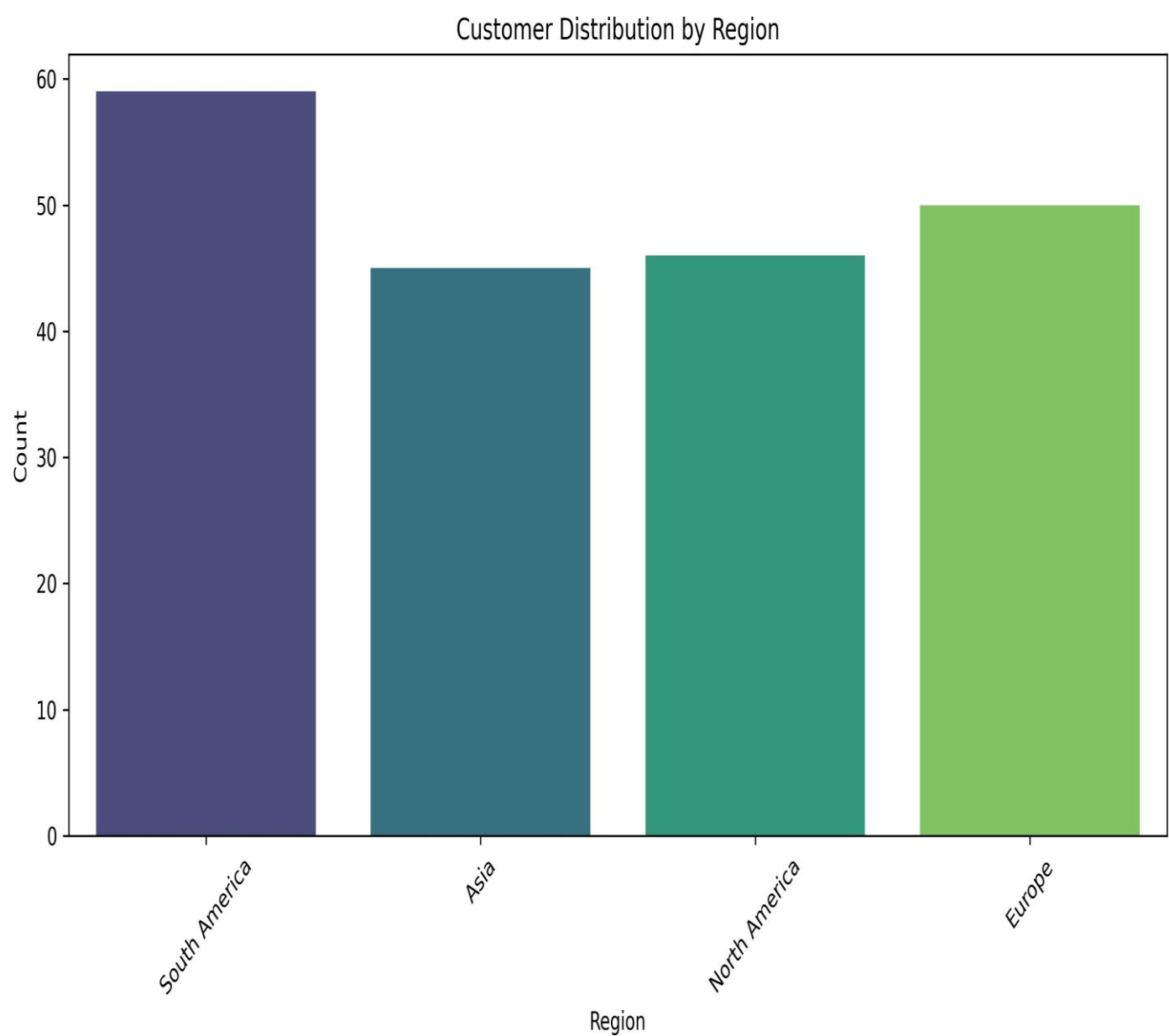


Exploratory Data Analysis: Business Insights and Visualizations

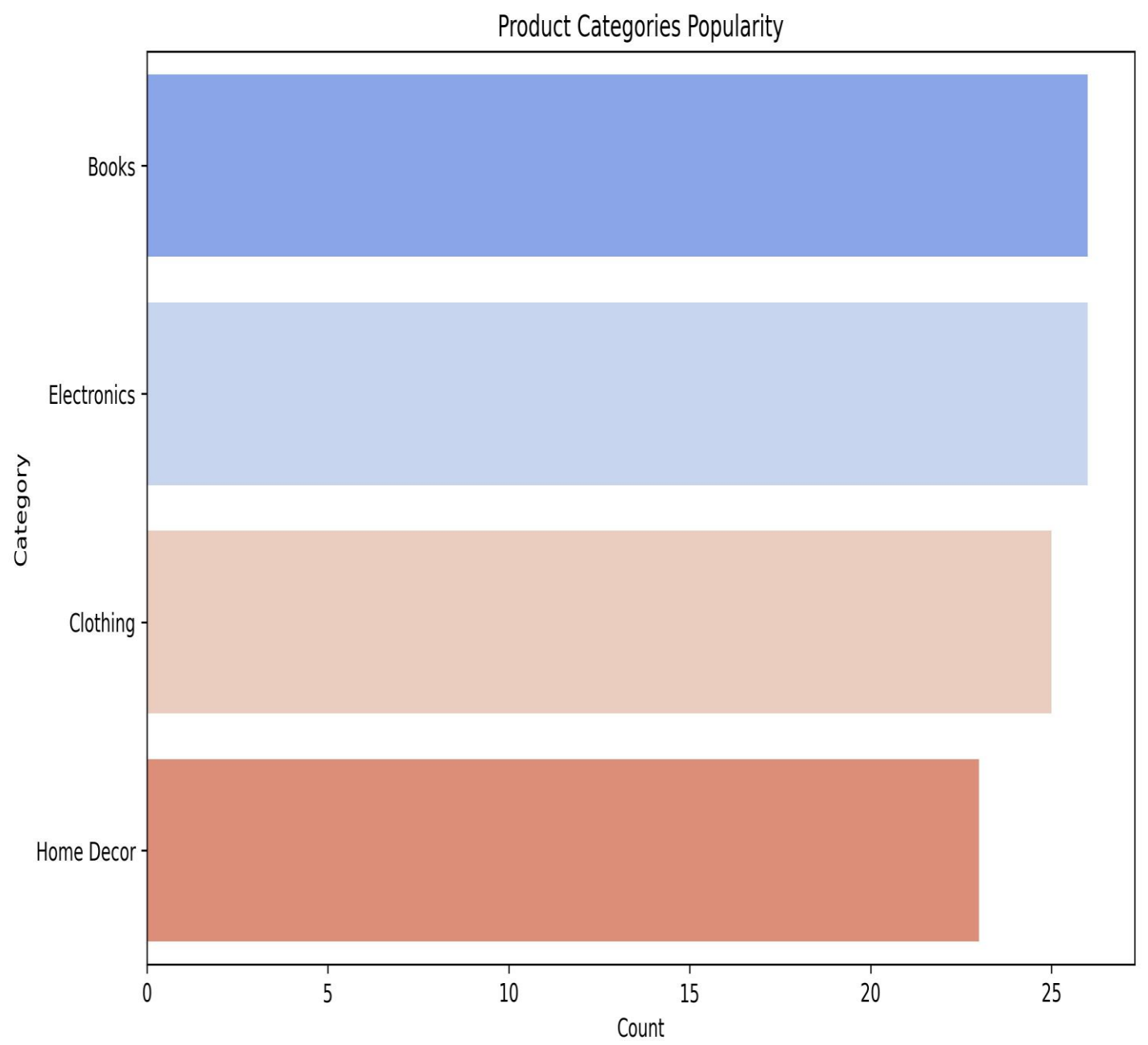
Customer Distribution by Region

This plot shows the distribution of customers across different regions, helping identify which regions have the highest customer count.



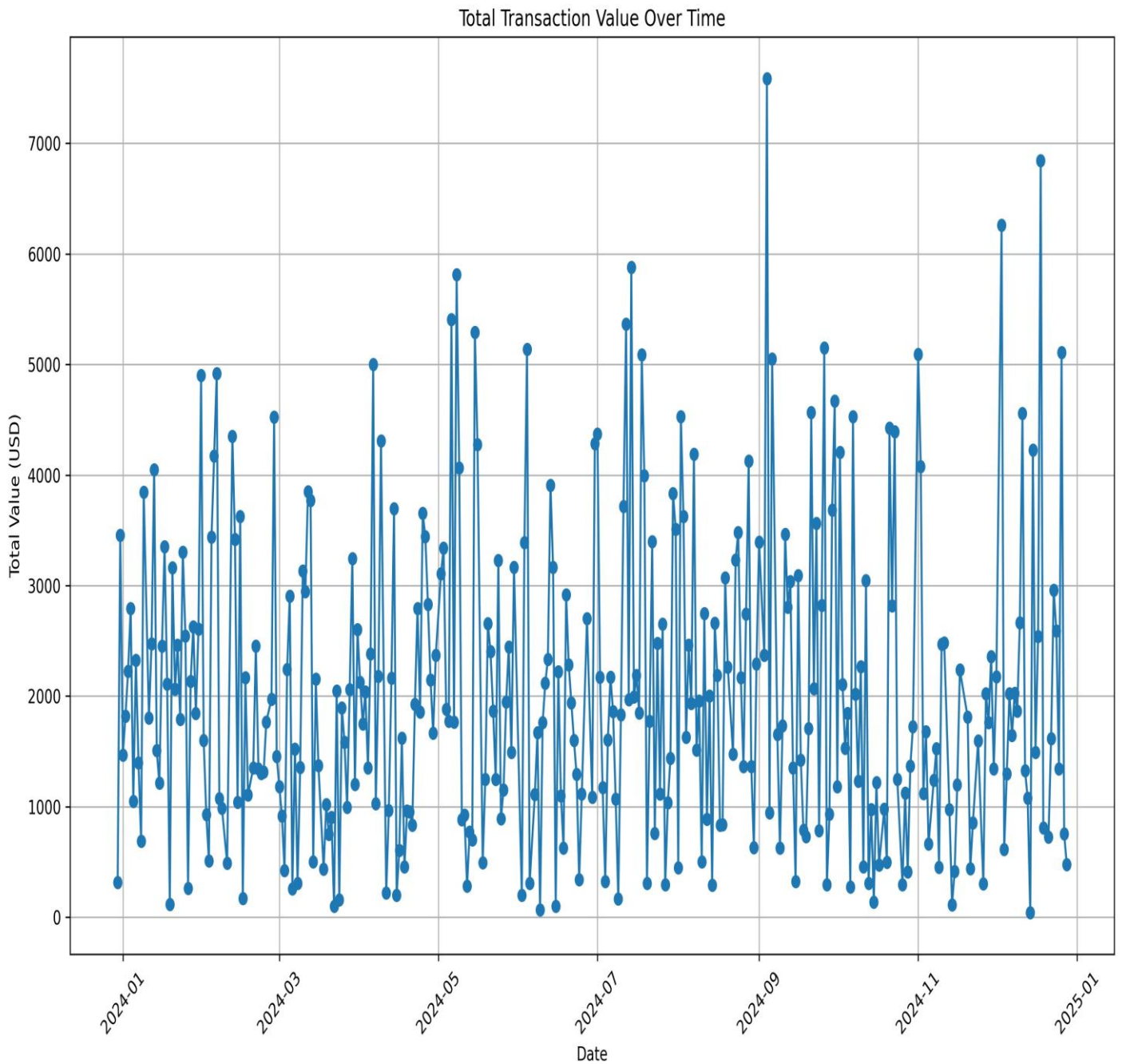
Product Categories Popularity

This plot displays the popularity of product categories, with the most popular categories appearing at the top, indicating areas for potential business growth.



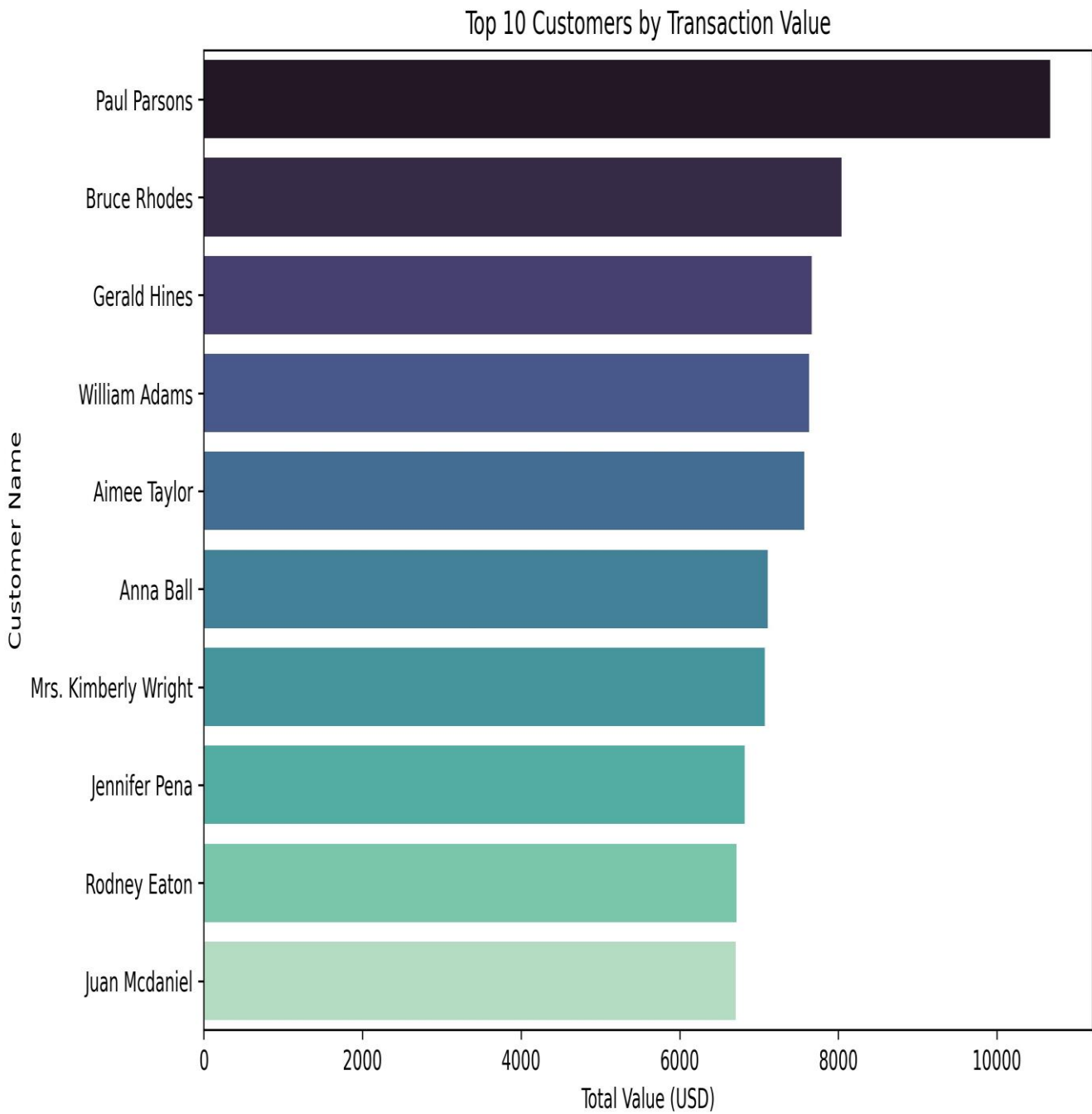
Total Transaction Value Over Time

This plot shows the trend of total transaction values over time, highlighting any seasonal or cyclical trends in purchasing behavior.



Top 10 Customers by Transaction Value

This bar plot shows the top 10 customers who have contributed the most in terms of total transaction value.



Monthly Revenue Trend

This plot shows the monthly revenue trend from December of the previous year(2023) to December(2024).

