EDA

1. What is the age distribution of the customers?

Chart, histogram

Description automatically generated

1. How many customers did not make transactions?

1371980 total customers.

1362281 customers made transactions.

9,699 customers did not make transactions.

1. What are the most frequently bought articles?

A picture containing chart

Description automatically generated

Garment upper body has the most frequently bought articles.

1. How many unique postal codes are there?

352,899 postal codes.

1. How many articles haven’t been bought?

105,542 total articles.

104,547 articles have been bought.

995 articles haven’t been bought.