

# TASK\_1(EDA)

## Data Quality:

- No null values are present in any of the three CSV files.
- There are no duplicate entries in the data.

## Transaction Insights:

- Most transactions occur within the value range of 100 to 500.
- Maximum transactions are from the **South America** region.

## Product Performance:

- **Books** generate the highest number of transactions, followed by **electronics**.
- **Clothing** has the least number of transactions.
- The most popular products are **smartwatches** and **headphones**.
- The least popular products are **desk lamps** and **TechPro textbooks**.

## Revenue Insights:

- **Books** generate the maximum revenue.
- North America shows the lowest average spending.

## Customer Insights:

- The majority of customers are from the **South America** region.
- **Paul Parsons** is the customer who spent the highest amount.

## Customer Acquisition Trend:

- Lowest acquisition is observed in **July 2023**.
- Highest acquisition is observed in **August 2024**.

## Day-wise Transaction Insights:

- **Tuesday** sees the highest number of transactions.
- **Friday** sees the lowest number of transactions.