

Exploratory Data Analysis Report

Dataset summary

Rows: 9951

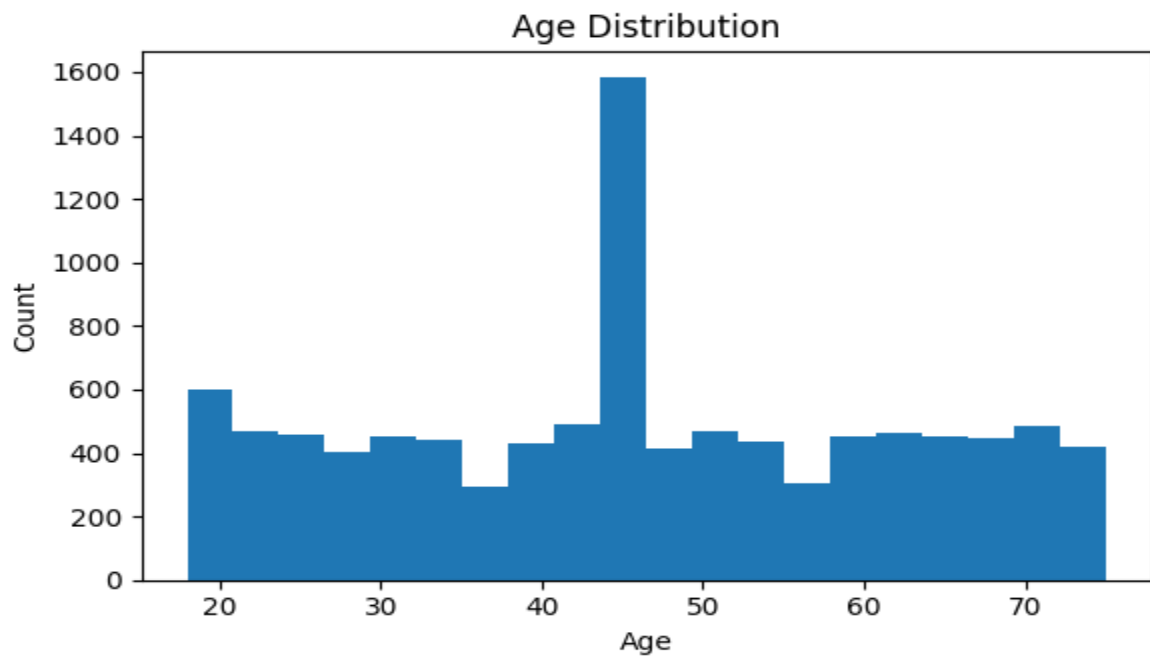
Columns: 17

Median age: 46

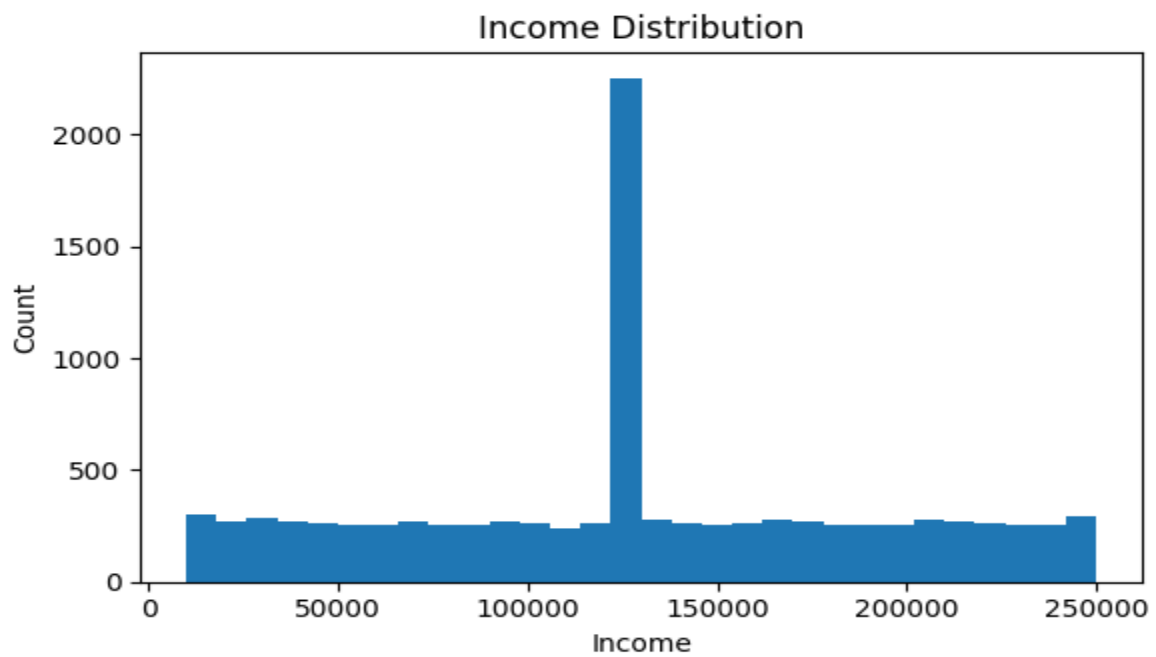
Median income: 129973.01

Median purchase amount: 23684.86

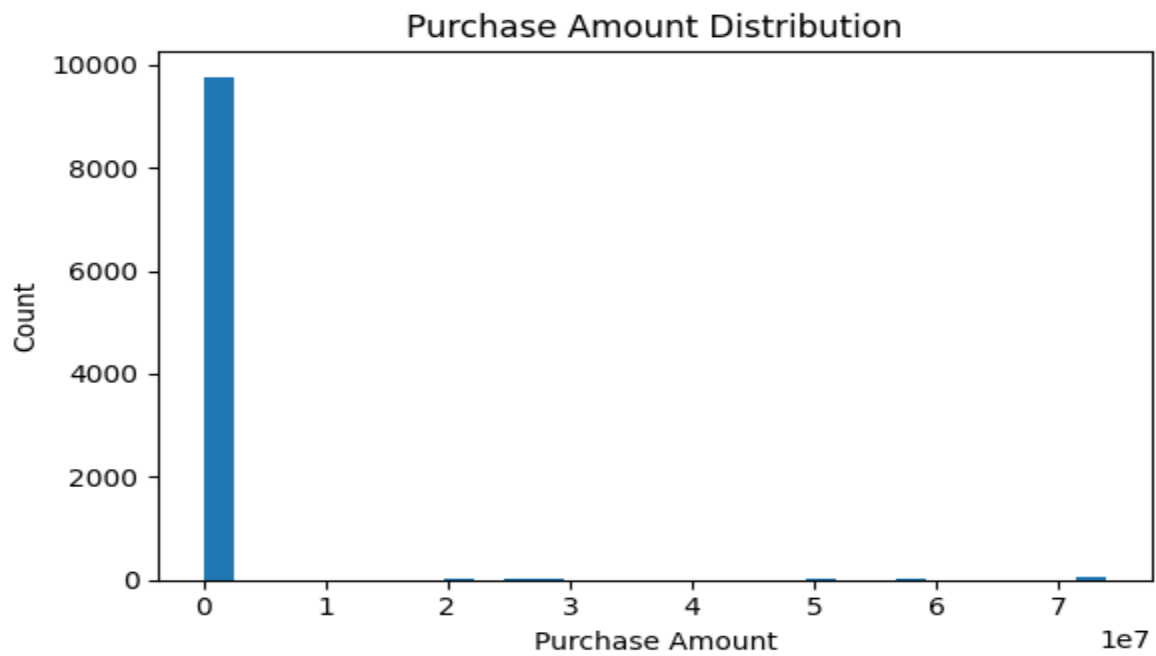
Age distribution



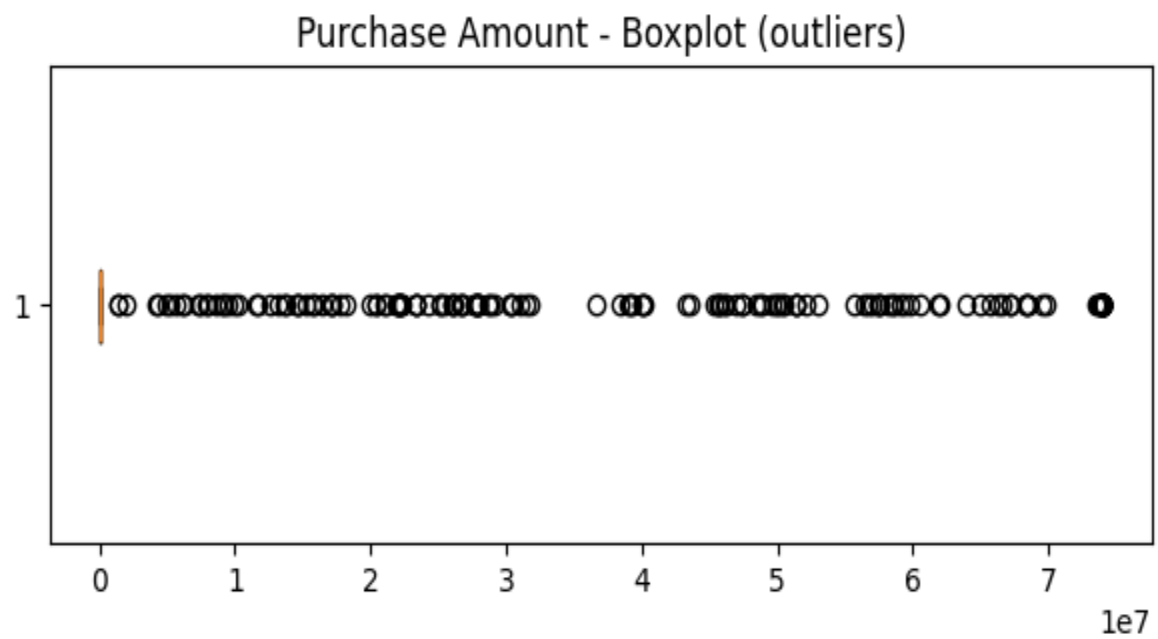
Income distribution



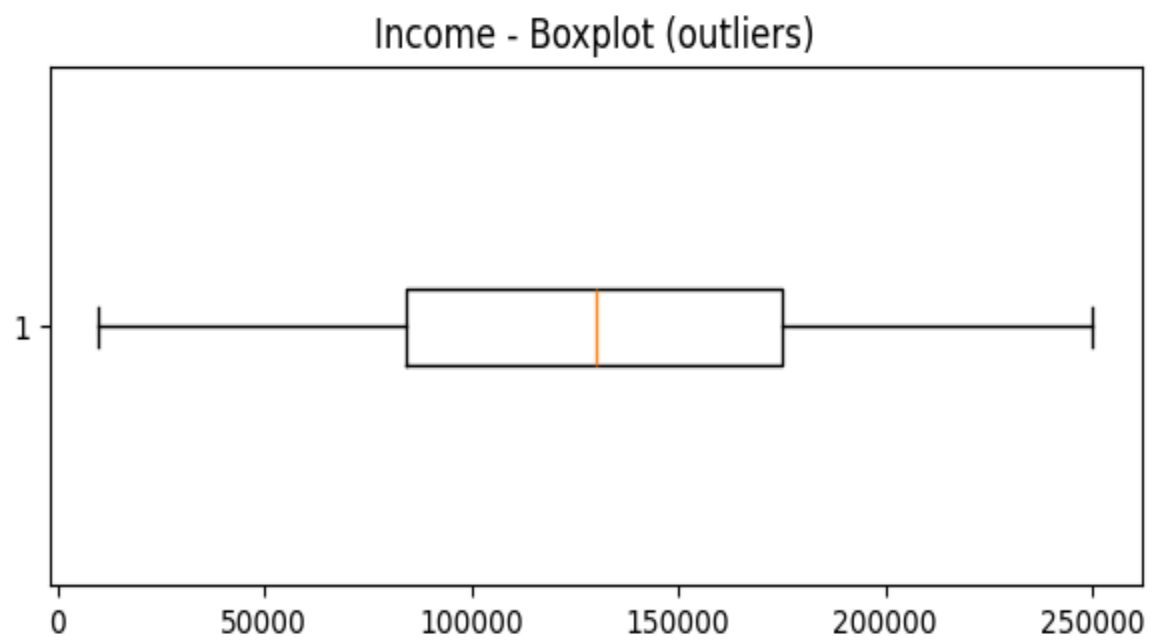
Purchase amount distribution



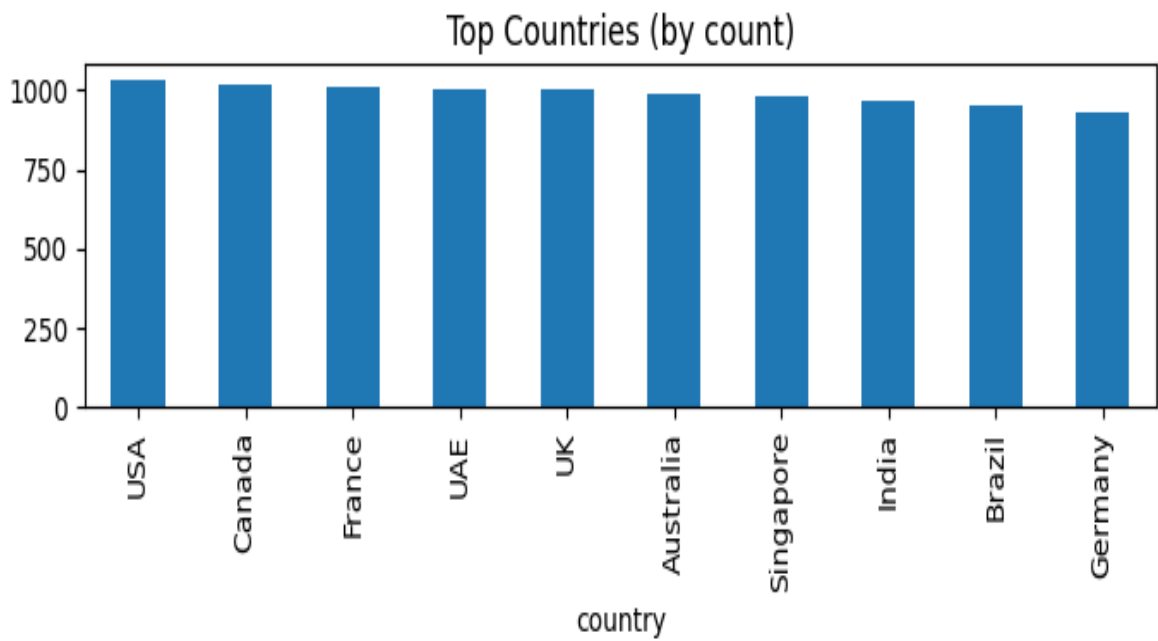
Purchase amount boxplot



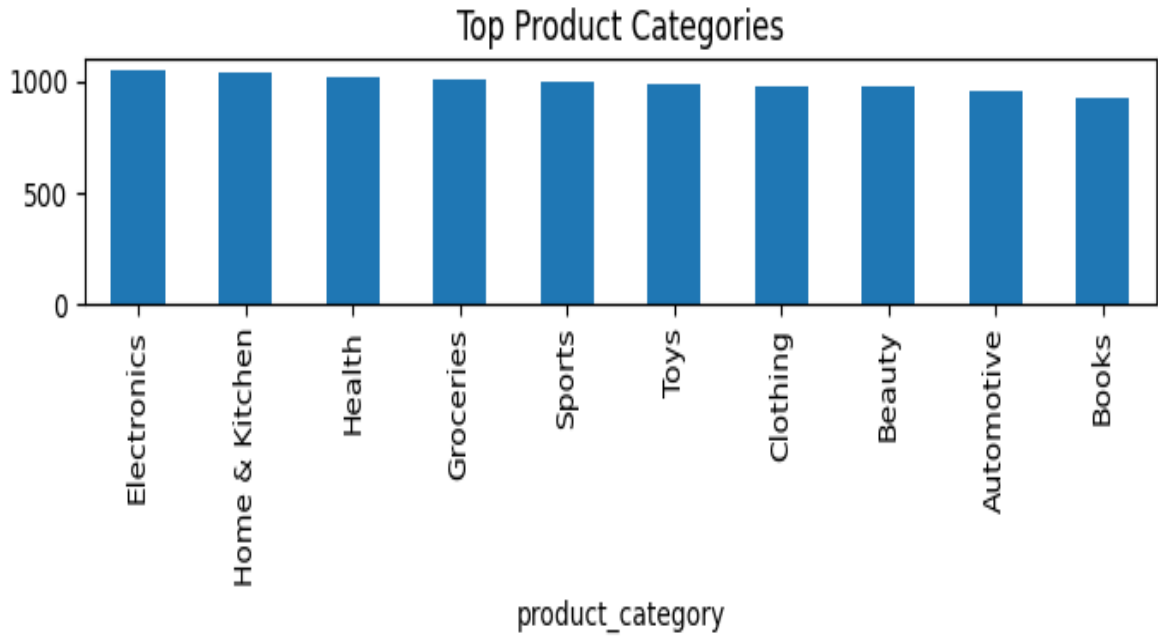
Income boxplot



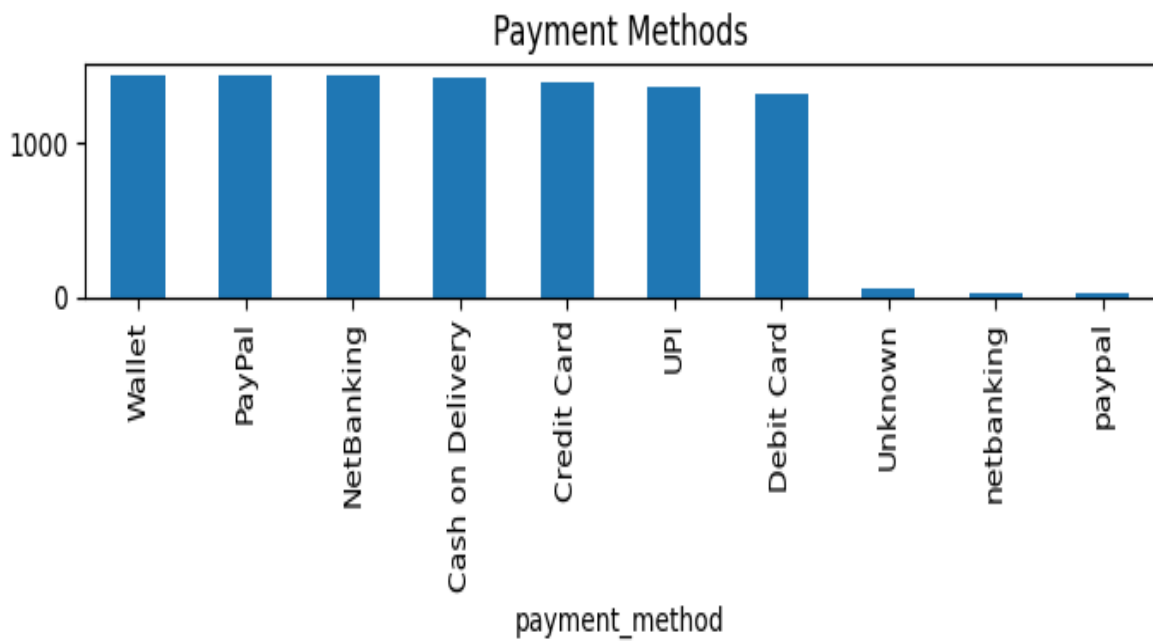
Top countries



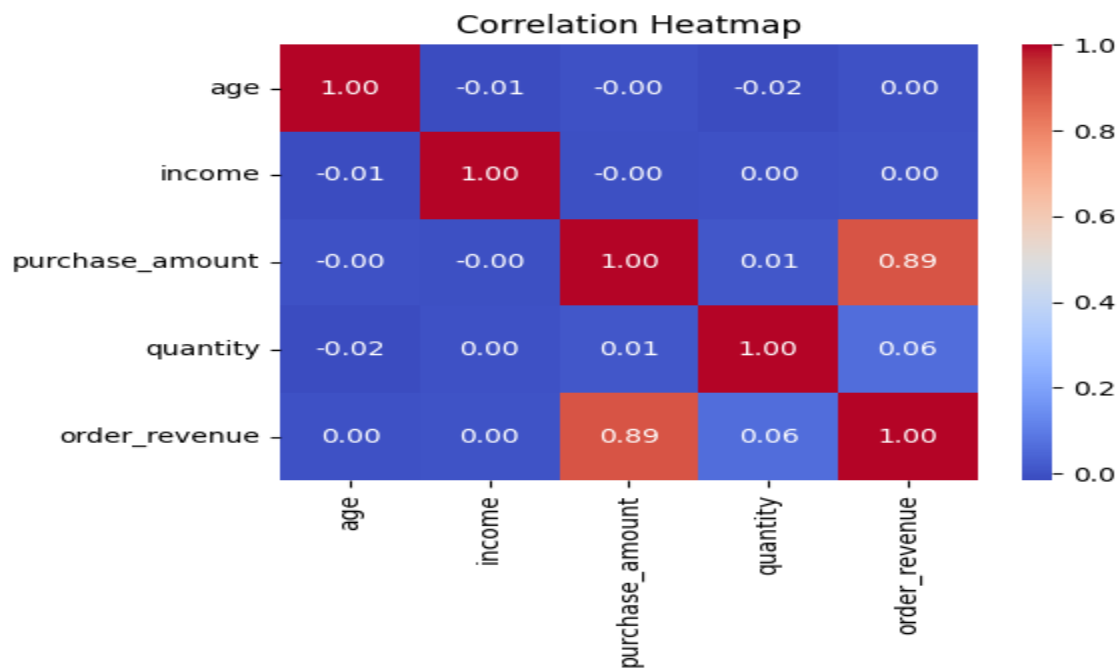
Product categories



Payment methods



Correlation heatmap



Notes & next steps

- Missing values were already handled in preprocessing.
- Purchase_amount outliers were capped during preprocessing; review extreme values manually.
- Consider more visual breakdowns (time series by signup/order date) if required.