

# Exploratory Data Analysis Report

## Dataset summary

Rows: 9951

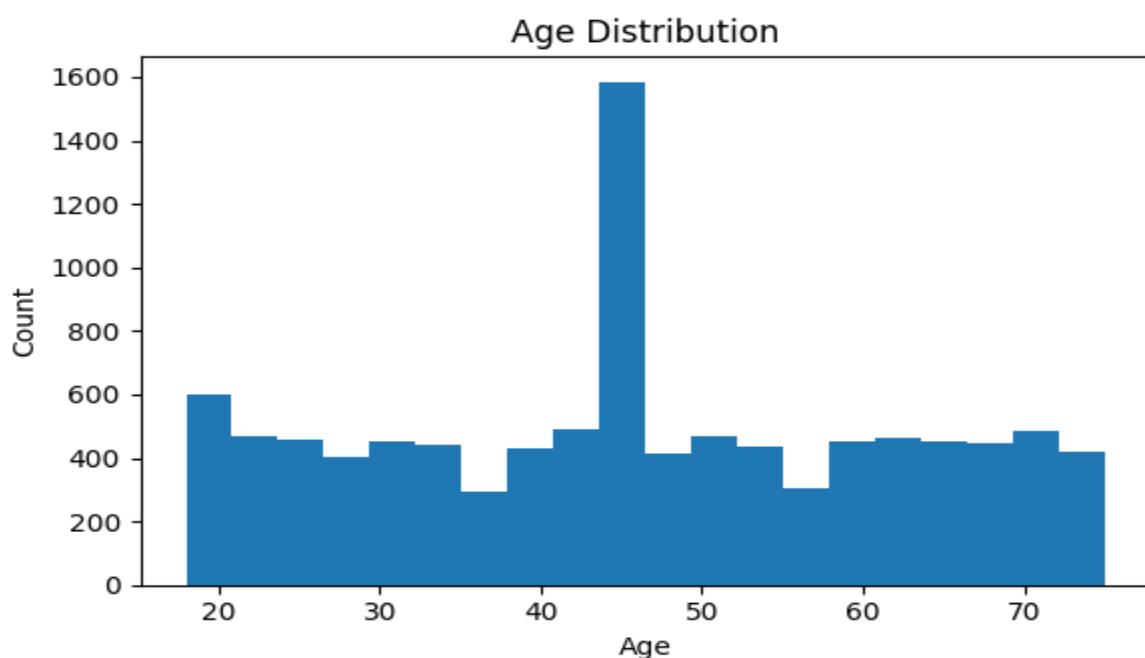
Columns: 17

Median age: 46

Median income: 129973.01

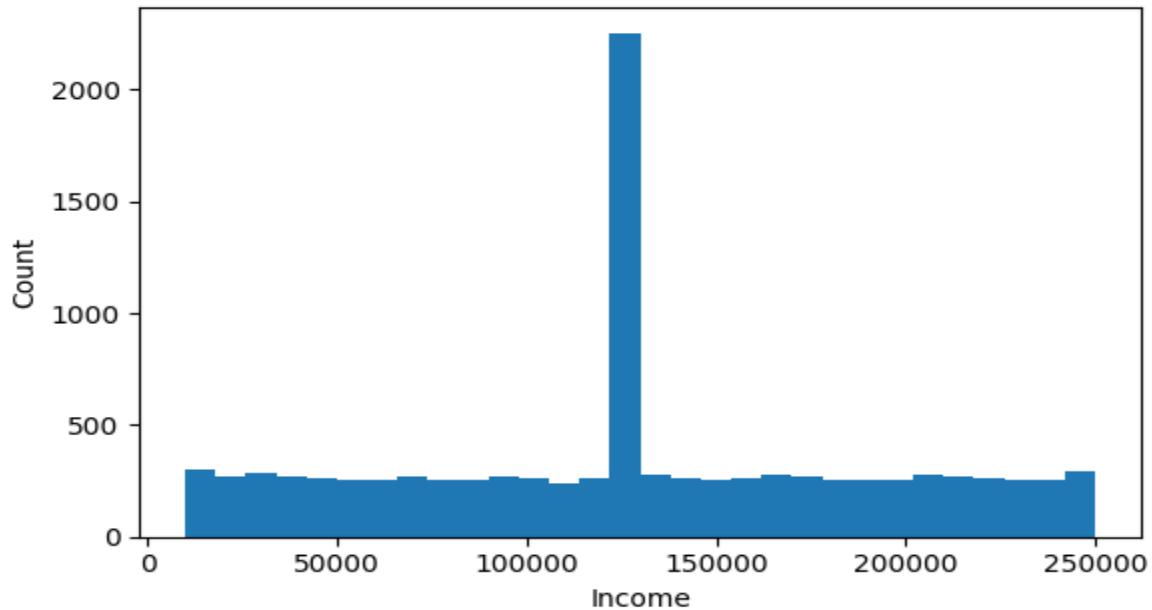
Median purchase amount: 23684.86

## Age distribution

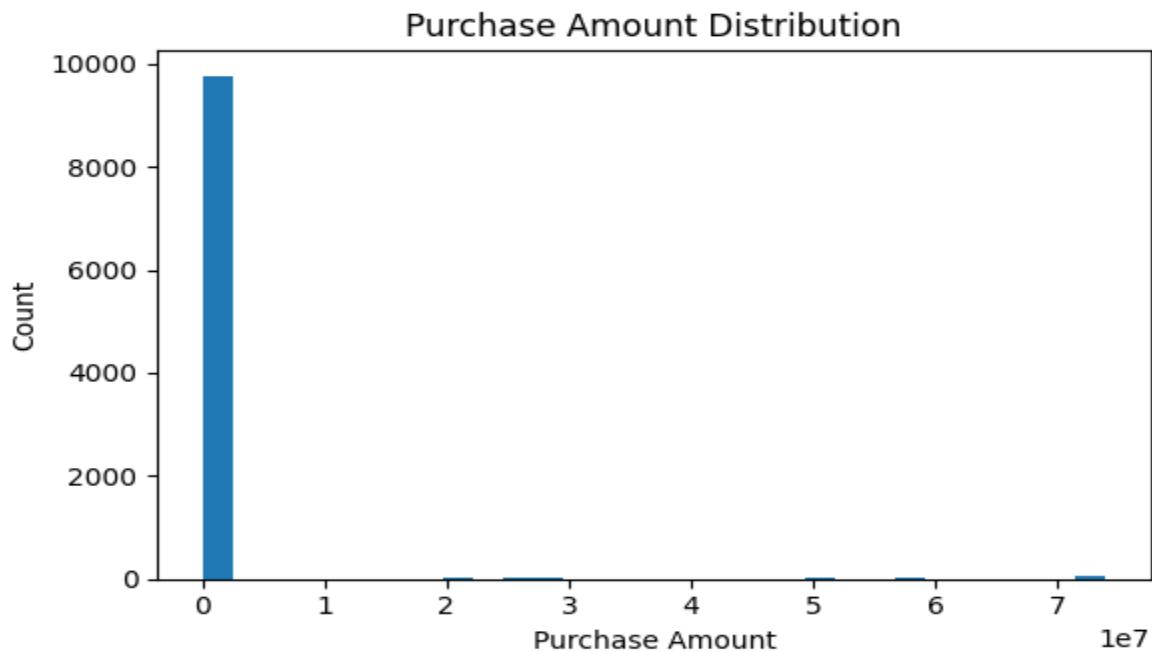


## Income distribution

Income Distribution

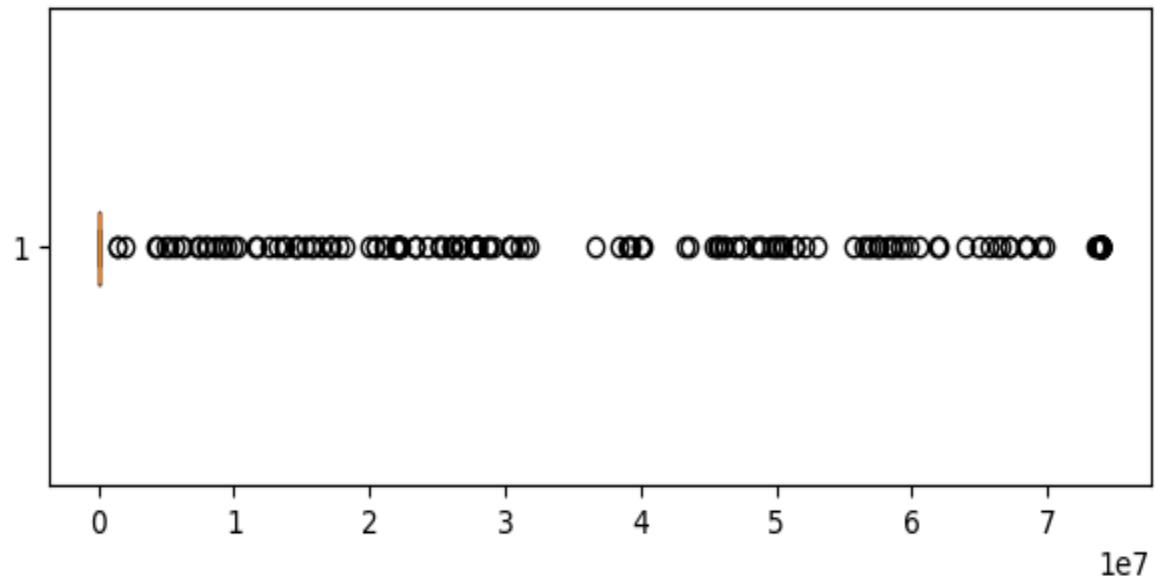


Purchase amount distribution



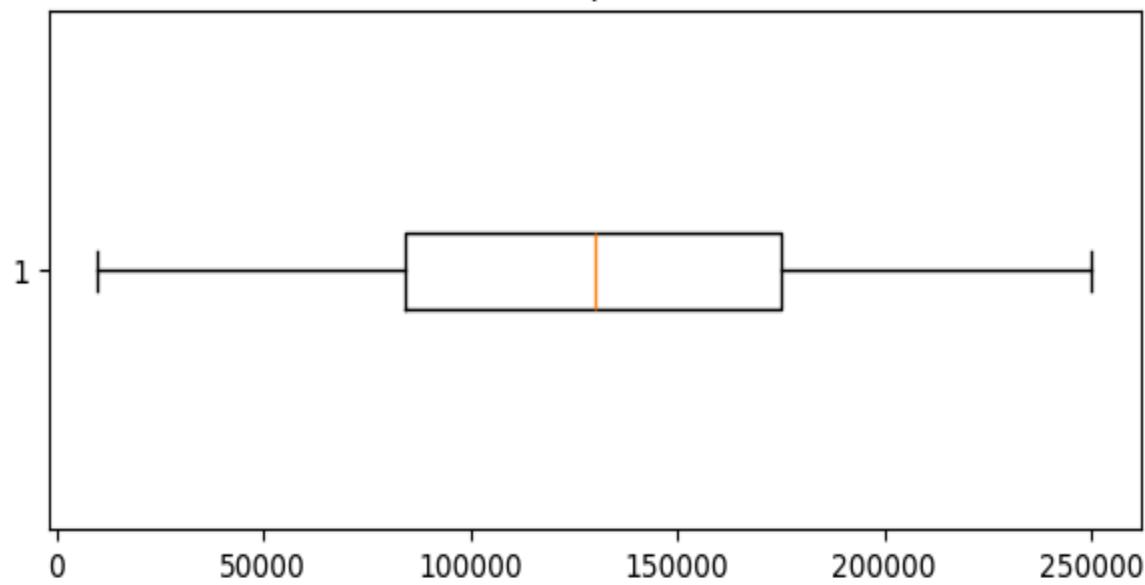
Purchase amount boxplot

Purchase Amount - Boxplot (outliers)



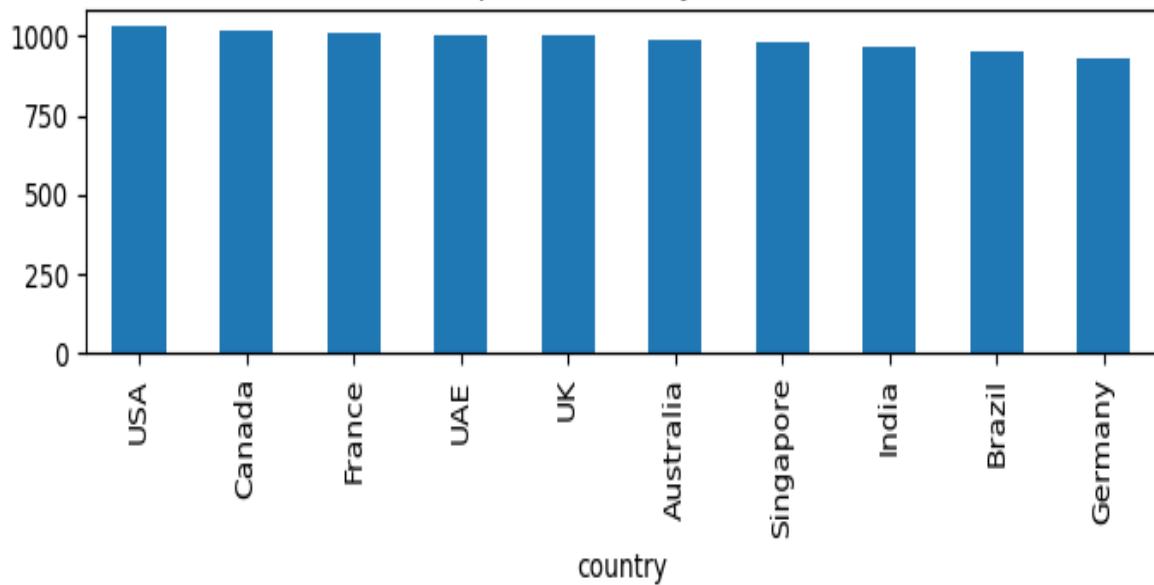
### Income boxplot

Income - Boxplot (outliers)



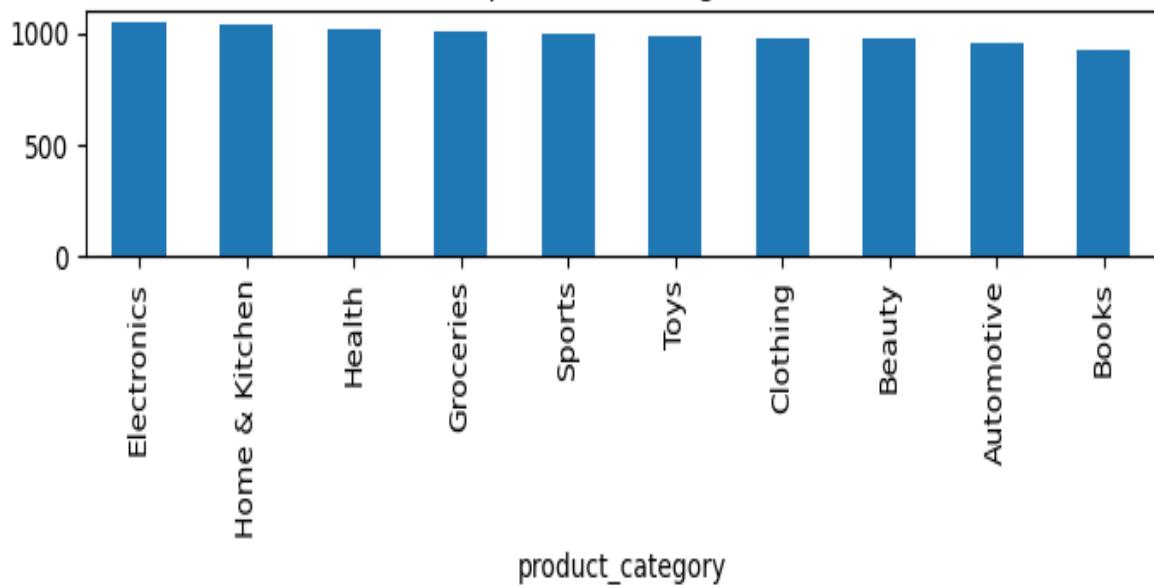
### Top countries

### Top Countries (by count)

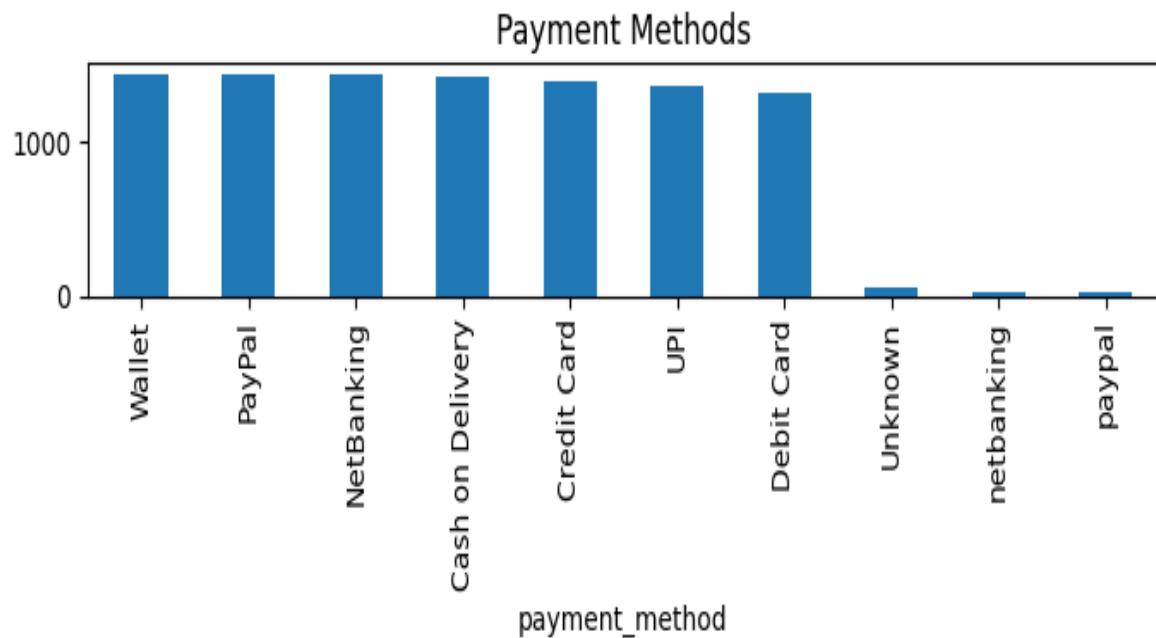


## Product categories

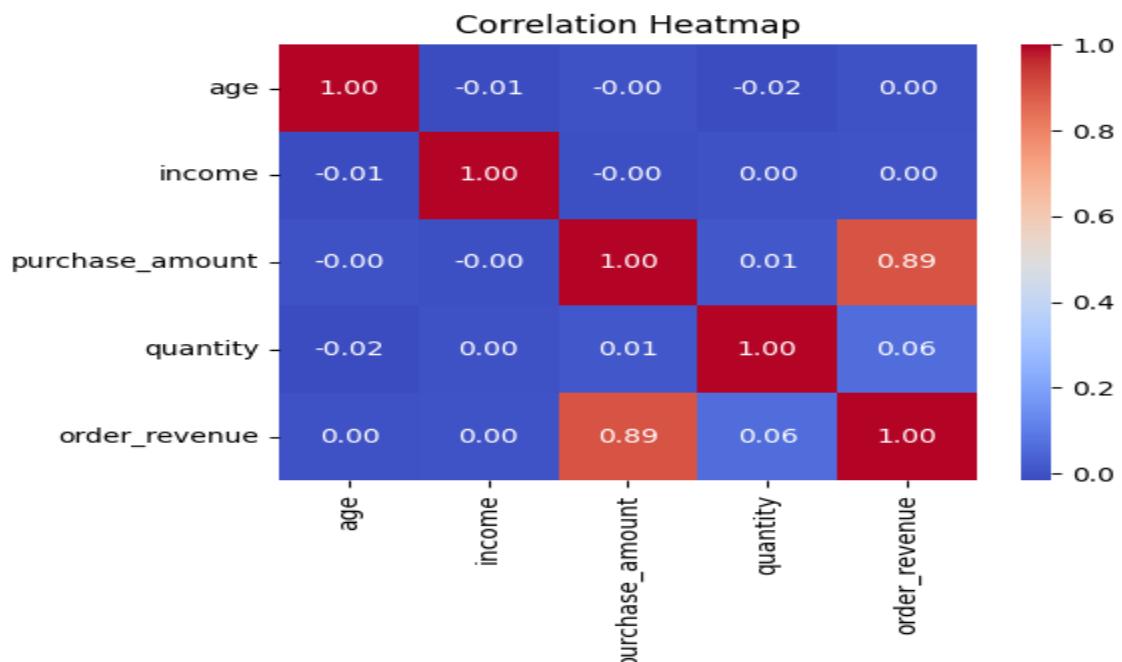
### Top Product Categories



## 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.