Title: Exploratory Data Analysis for Customer Behaviour

1. Objective

The goal of this analysis is to derive meaningful insights from the given datasets (Customers, Products, and Transactions) to understand customer behaviour and purchasing trends.
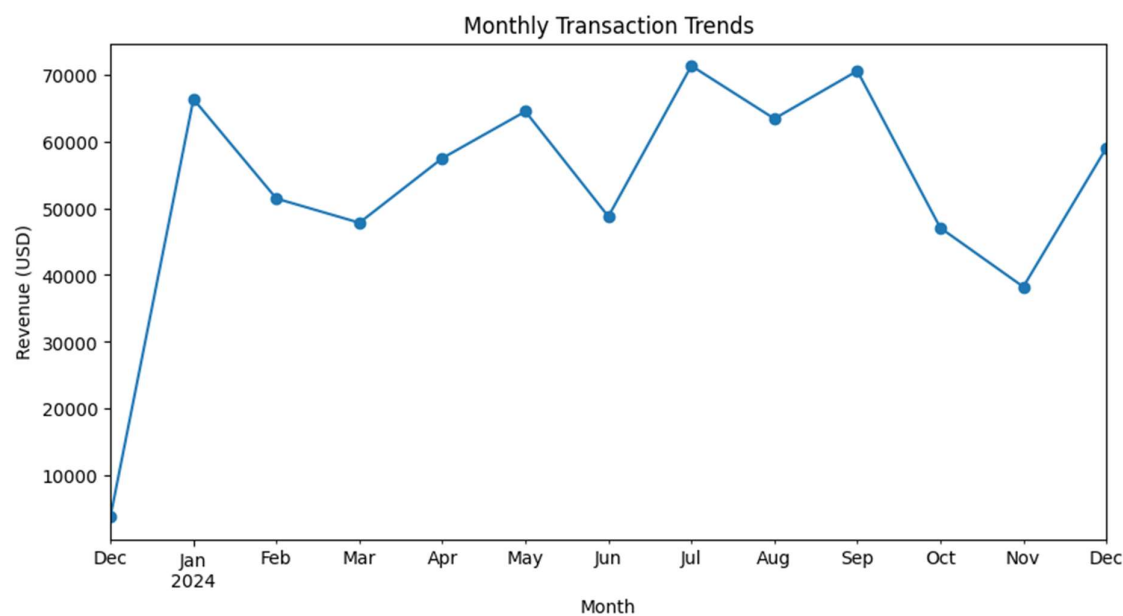
2.Report on 5 insights:

#1. Region-wise revenue analysis

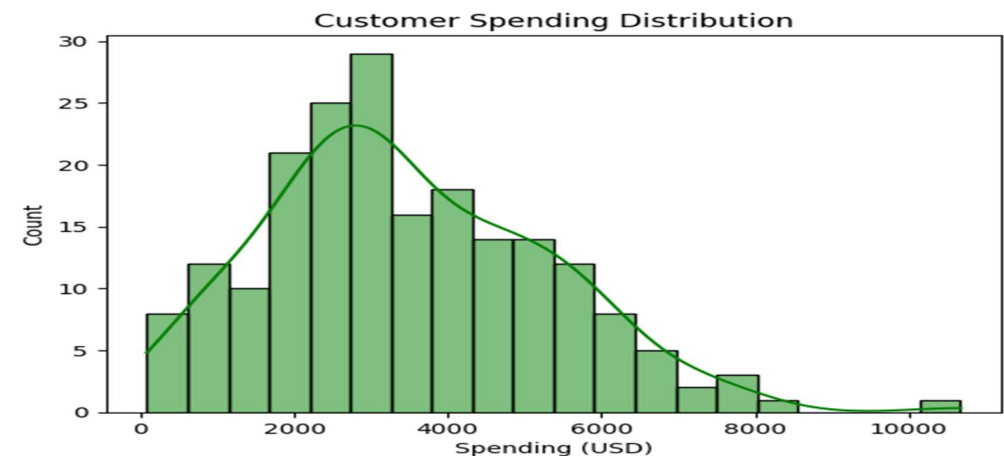South America tops followed by Europe, North America and Asia.

#2. Top 5 products by revenue

ActiveWear Smartwatch(35000 USD) followed by SoundWave Headphones, SoundWave Novel, ActiveWear Jacket and ActiveWear Rug.

#3. Monthly transaction trends

4. Customer segmentation by spending

5. Category-wise revenue contribution

Books 27.8%

Clothing 24.1%

Electronics 26.2%

Home Décor 21.9%