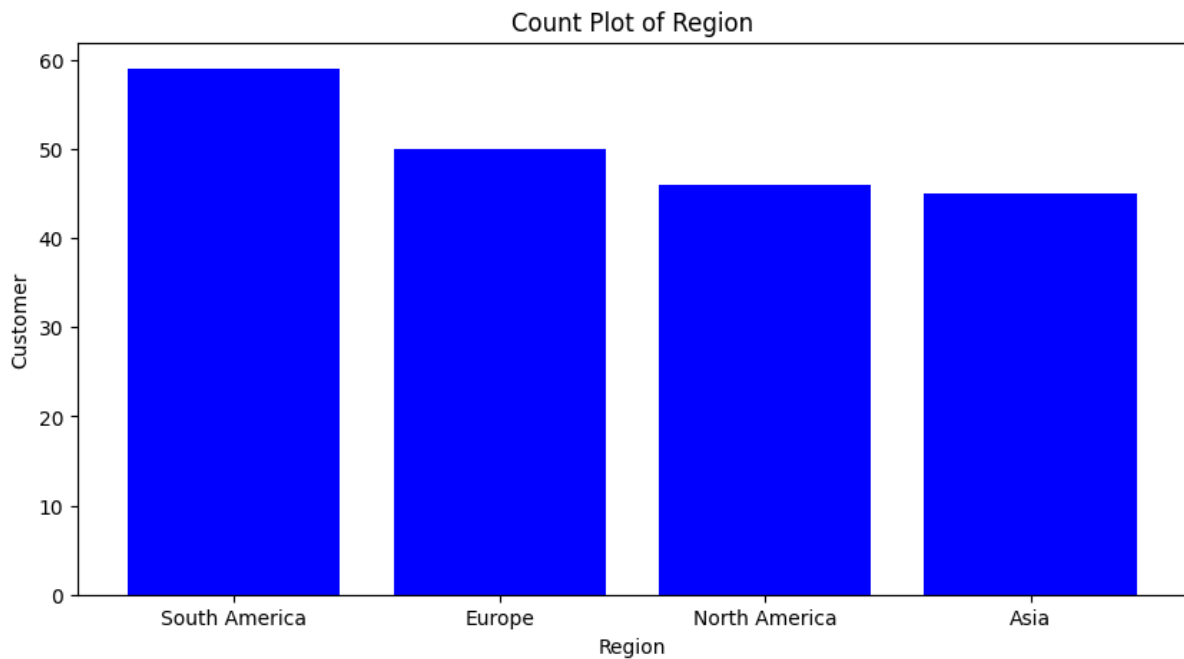


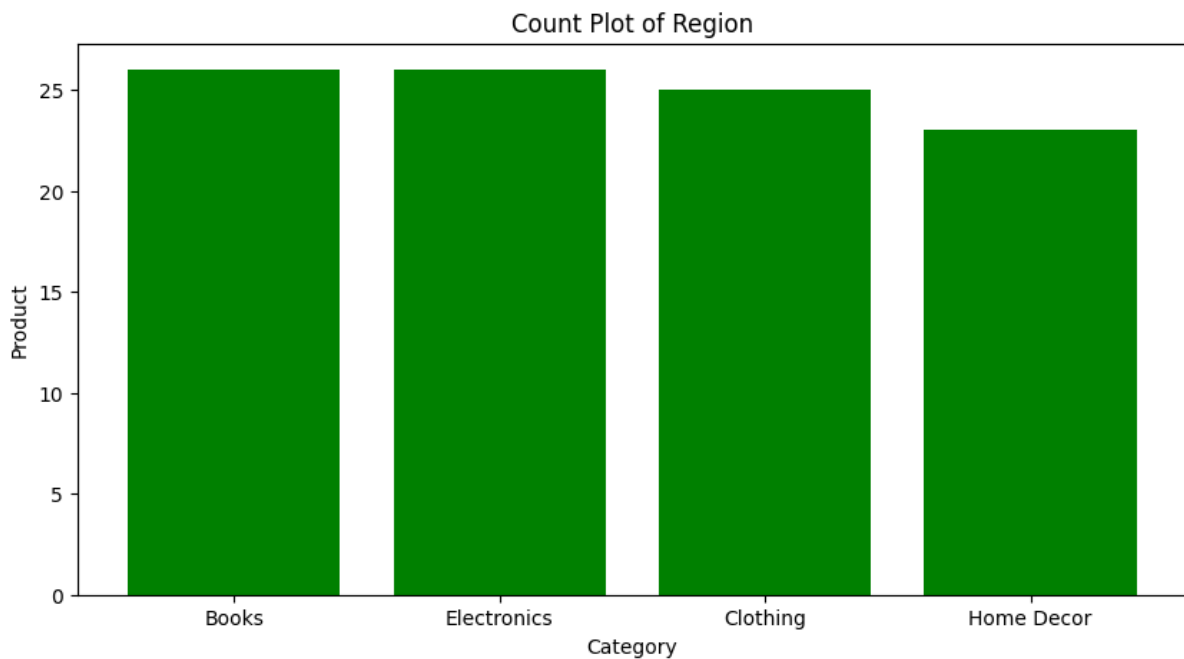
Exploratory Data Analysis

Business Insights

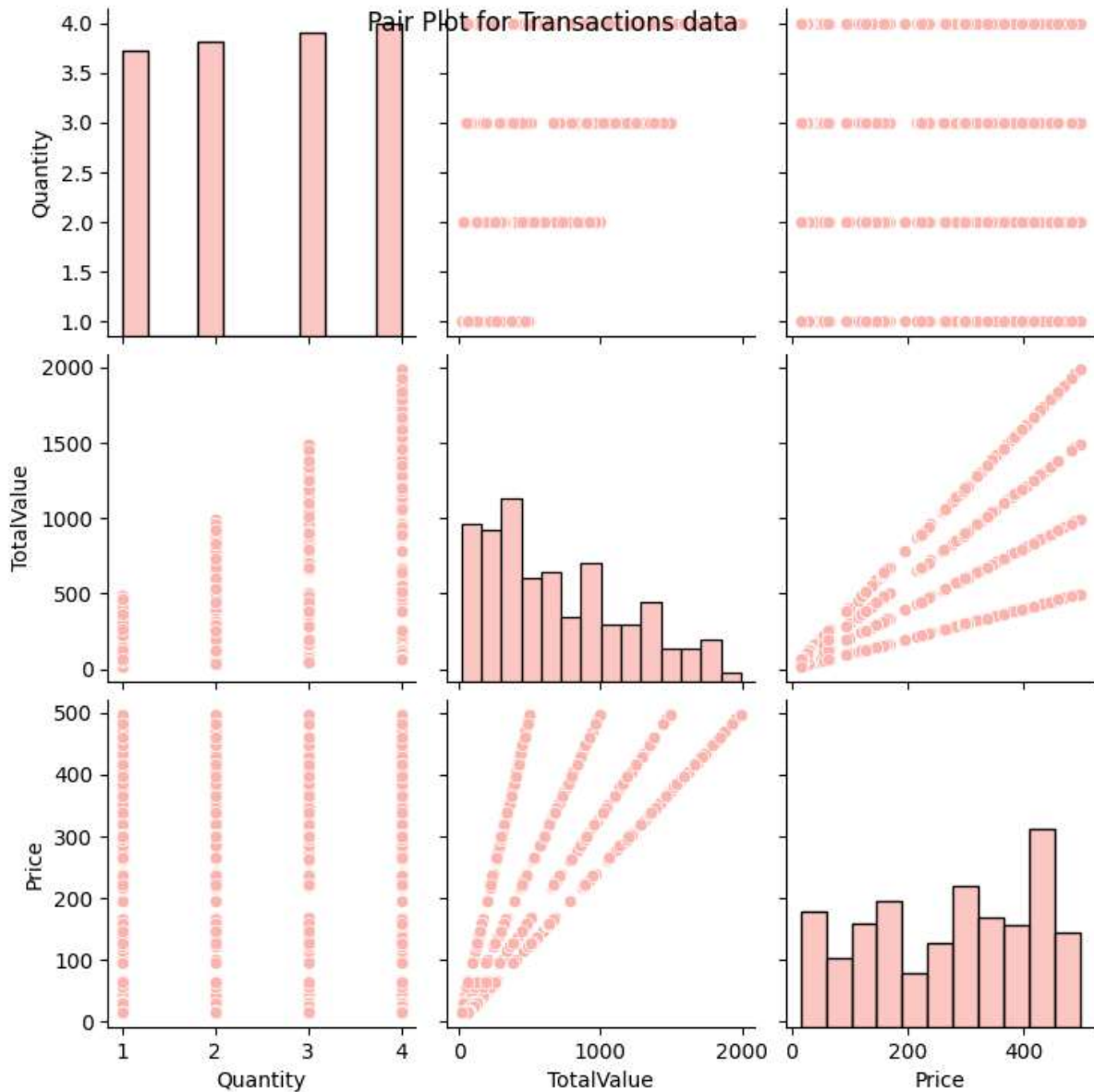
1. There are no null values in all the 3 datasets.
2. Most of the customers are from South America.



3. Maximum products are books.



4. There are no outliers in the data.
5. Focusing on higher-priced products or bundling them can increase revenue.



6. Customers tend to buy specific high-value items in small quantities. Promotions for such items could drive targeted sales.
7. High-price items might have niche interest but higher profit margins, while mid-priced products likely generate bulk sales. Segmenting the pricing strategy is key.

8. Bundling offers or discounts for customers purchasing 3 or more items might encourage larger transactions.
9. The TotalValue histogram indicates that transaction values are concentrated at lower-to-mid levels, with a steady drop-off at higher values.
10. Introducing loyalty programs or discounts for high spenders can incentivize repeat purchases from premium customers.