**Introduction**

This document presents an in-depth analysis of transaction data to identify key trends, patterns, and insights. The findings are based on an exploratory data analysis of transaction amounts, regional performance, product sales, return rates, and shipping costs. The analysis leverages SQL queries and visualizations to provide a comprehensive understanding of the data.

**Key Insights:**

1. December has significantly fewer transactions than other months, with transaction amounts falling below 50% of the average of other months.
2. Transaction amounts show minimal monthly fluctuations across regions and cities, with a few exceptions.
3. Kolkata has the highest total transaction value among all cities, followed by Ahmedabad in second place.
4. The South region accounts for the highest total transaction value compared to other regions.
5. Top three most selling products of the year: Notebook, T-Shirt, and Sofa.
6. Top three most revenue generating products: Laptop, Sofa and T-Shirt.
7. Shipping costs and return rates: Products with higher shipping costs, like Sofa and Laptop, do not necessarily have higher return rates. However, Notebook has a moderate shipping cost but the highest return count.
8. Product returns based on store type: Online store returns are slightly higher than In-store returns.
9. There are around 45038 of transaction with no date.

**Visualizations:**

* Kolkata has the highest total transaction value among all cities, followed by Ahmedabad in second place.

A graph showing a blue line

Description automatically generated

* The South region accounts for the highest total transaction value compared to other regions

A graph with a line

AI-generated content may be incorrect.

* Top three most revenue generating products: Laptop, Sofa and T-Shirt.

A graph of different colored bars

AI-generated content may be incorrect.