

# Business Insights Report: eCommerce Transactions Dataset

1. Customers are distributed across different regions, with the majority from North America.
2. Certain product categories have higher sales volume, with electronics performing the best.
3. There is a positive correlation between Quantity and TotalValue, indicating that larger transactions tend to have higher quantities.
4. The majority of customers make between 1 to 5 purchases, indicating potential for cross-selling.
5. The average price of products sold is relatively consistent across categories.