1. Purchasing Time vs. Quantity for Each Region

- **Insight:** Peak purchasing times vary by region, for example North America showing high activity around midnight and late afternoon. This suggests targeted marketing and promotions during these hours could enhance sales.

2. Category vs. Quantity for Each Region

- **Insight:** Different regions have varying preferences for product categories. For instance, South America shows a strong preference for books, indicating potential for expanding inventory or promotions in this category.

3. Quantity vs. price (Filtered by Category)

- **Insight:** Within the same category, say electronics for instance, certain products like SoundWave Headphones and BookWorld Smartwatch are top sellers. Focusing on these products with strategic pricing or bundling could boost sales.

4. Product Name vs. Quantity

- **Insight:** The analysis reveals that specific products consistently outperform others across categories. Identifying these products allows for better inventory management and targeted marketing efforts.

5. Signup Date vs. Quantity

- **Insight:** There is a noticeable fluctuation in purchasing volume over time since signup. This suggests opportunities for engagement strategies to maintain or increase purchasing activity, especially during low periods.