

## **Business Insights Report**

### **1. Regional Analysis:**

- South America has the highest number of transactions, indicating strong market engagement.
- Asia has the lowest transactions, a potential area for growth.

### **2. Product Categories:**

- "Books" have the highest average price, while "Home Decor" is the most affordable.
- Electronics and Clothing have similar average prices, reflecting consistent customer demand.

### **3. Customer Trends:**

- Peak customer signups occurred on specific days, like November 11th, likely due to promotions.
- South America has the most customers, aligning with high transaction volumes.

### **4. Transaction Insights:**

- The average transaction value is \$690, with a maximum of \$1991, showing diverse spending patterns.
- Most purchases involve 2-3 products, indicating common customer preferences.

### **5. Product Pricing:**

- Prices range from \$16 to \$498, catering to different segments.
- "Books" are frequently purchased, showing high demand or inventory prominence.

### **6. Data Quality:**

- No missing data ensures reliability for decision-making.

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### Recommendations:

Focus on Asia for growth opportunities, optimize "Books" pricing for profitability, and replicate successful campaigns from South America in other regions.