

## Business Insights:

### 1. Customer Geographic Distribution:

Region

South America 59

Europe 50

North America 46

Asia 45

Name: count, dtype: int64

### 2. Top Product Categories by Sales:

Category

Books 192147.47

Electronics 180783.50

Clothing 166170.66

Home Decor 150893.93

Name: TotalValue, dtype: float64

### 3. Average Transaction Value by Region:

Region

Asia 697.591606

Europe 710.489872

North America 624.235246

South America 721.554474

...

Name: Price, dtype: float64

### 5. Average Purchase Frequency per Customer:

Average number of transactions per customer: 5.03