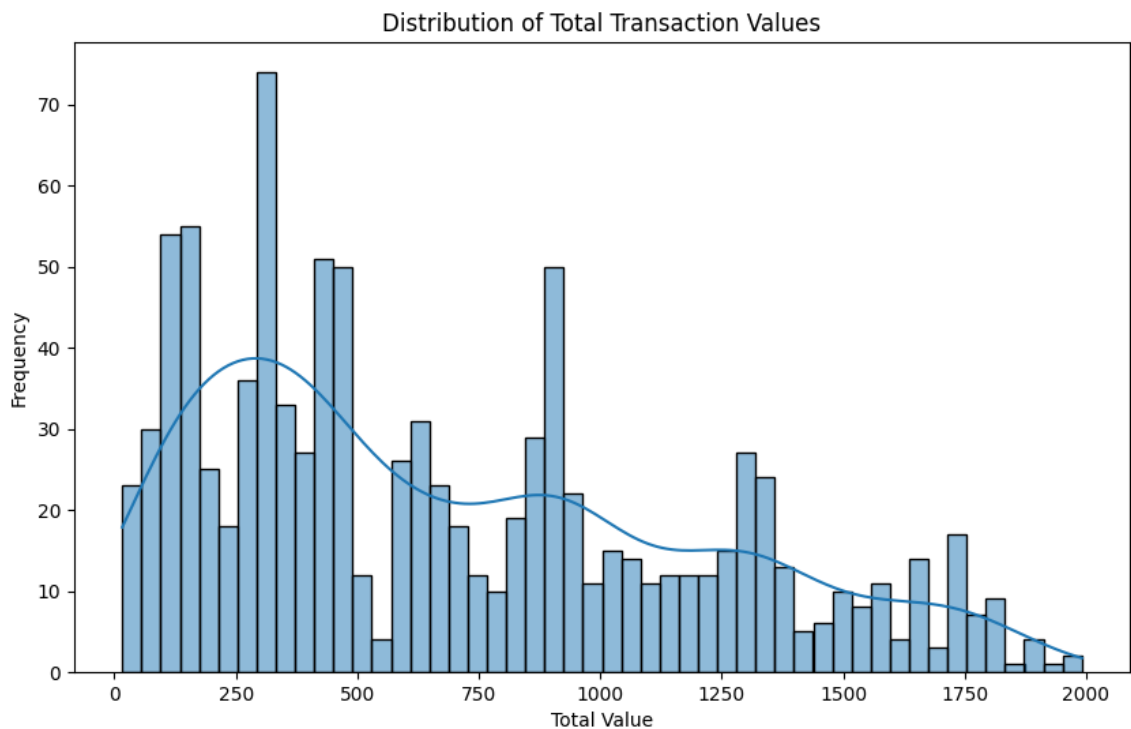


# Business Insights Report

## Insight 1: Distribution of Total Transaction Values

The distribution is right-skewed with a few high-value transactions.

### Histogram of Total Transaction Values



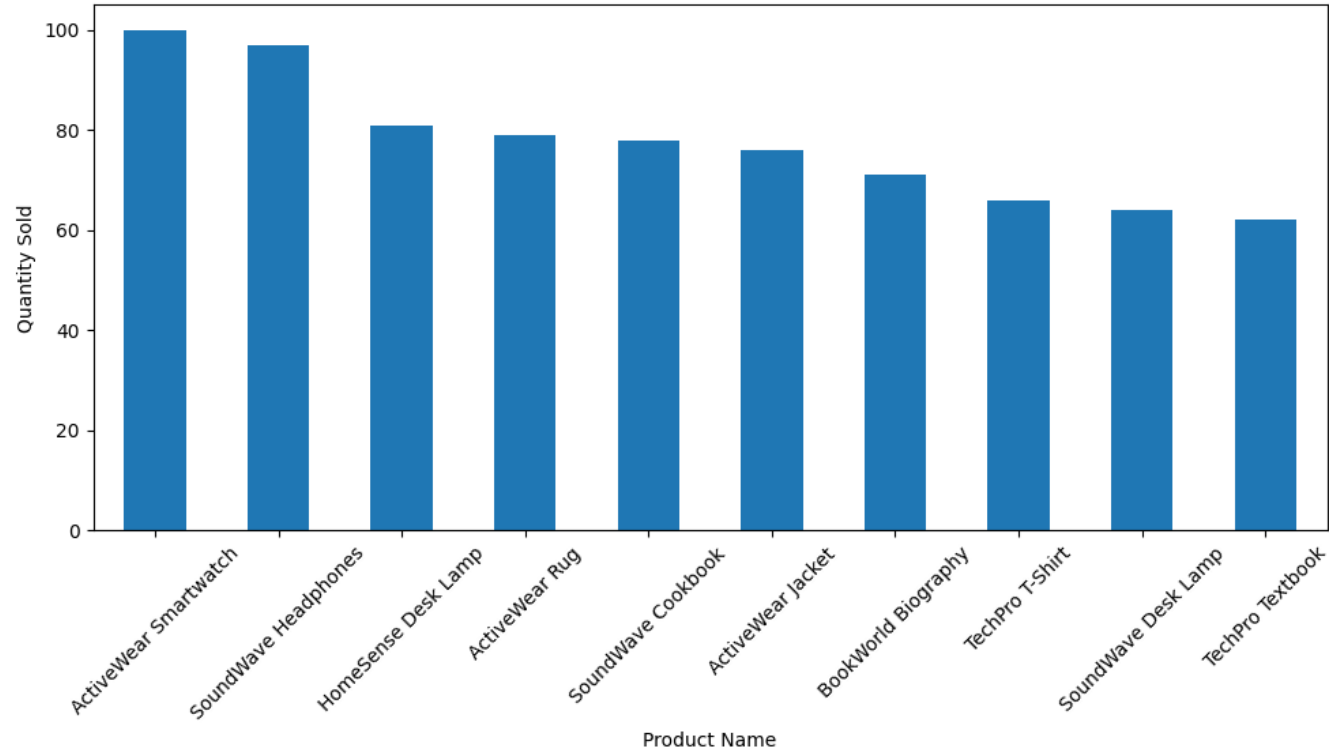
## Insight 2: Top Selling Products

Identified top-selling products to focus marketing efforts.

### Bar Plot of Top 10 Selling Products

## Business Insights Report

Top 10 Selling Products by Quantity



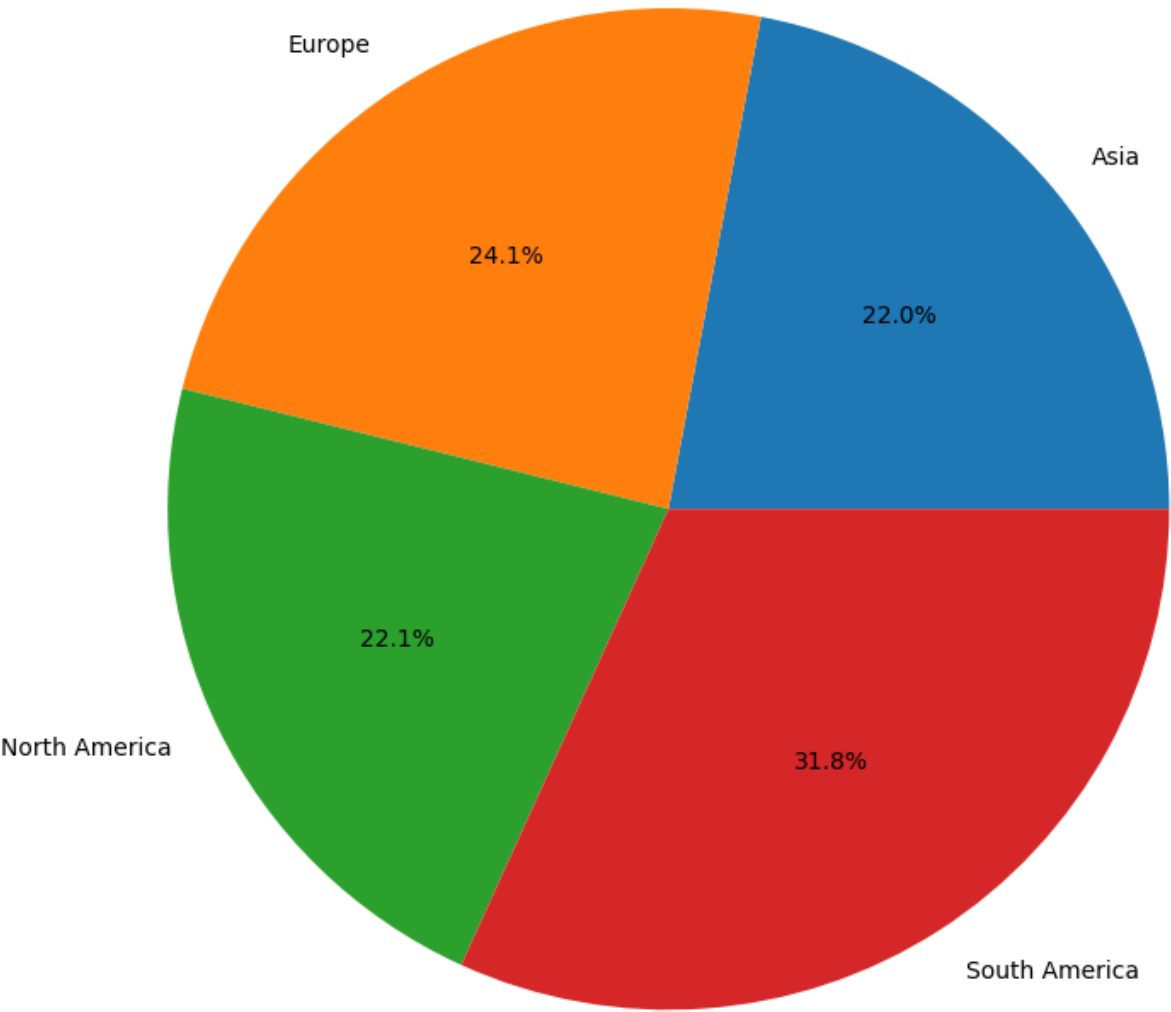
### Insight 3: Regional Performance

Regions like North America and Europe contribute significantly to sales.

### Pie Chart of Regional Sales Distribution

# Business Insights Report

## Regional Sales Distribution

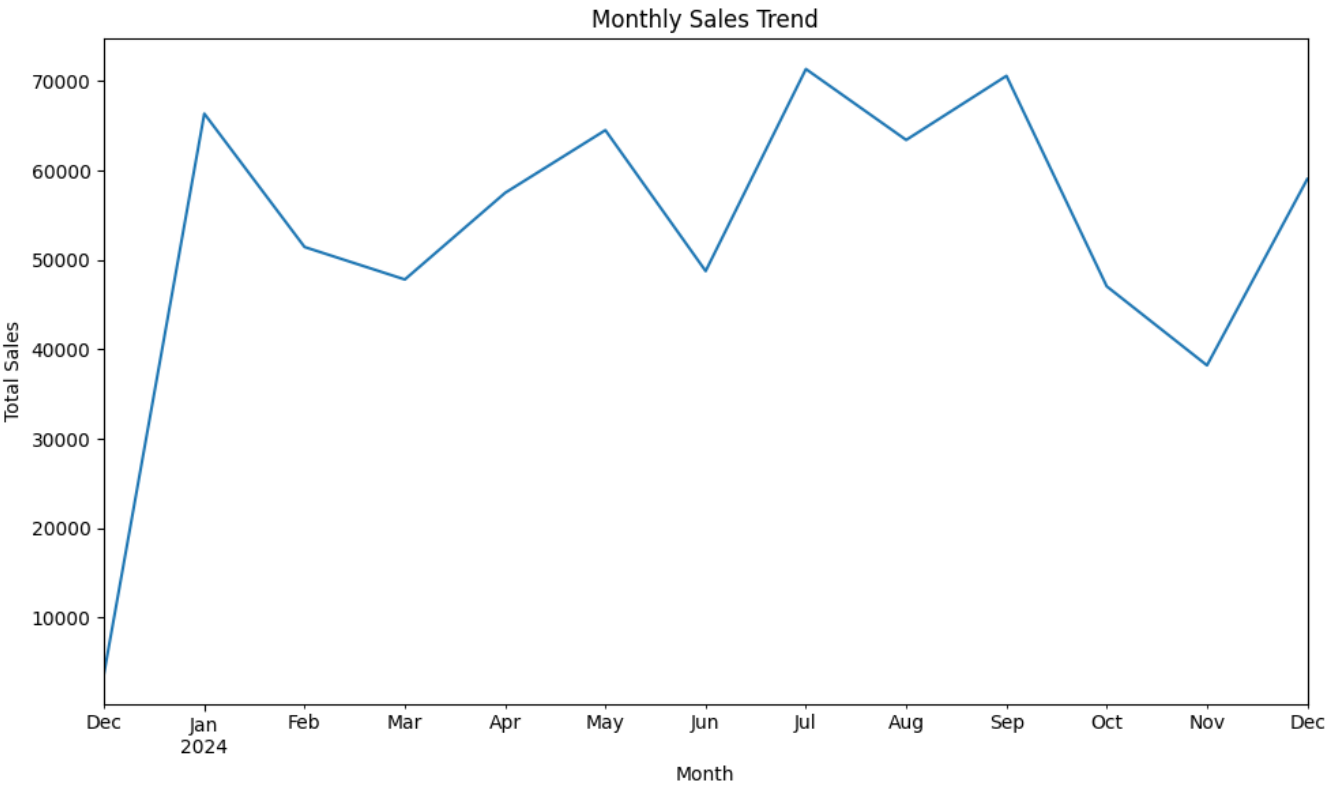


### Insight 4: Seasonality Trends

Sales peak during holiday seasons, indicating opportunities for promotions.

### Line Plot of Monthly Sales Trend

# Business Insights Report



## Insight 5: Customer Retention

Analyze customer retention rates over time to improve loyalty programs.