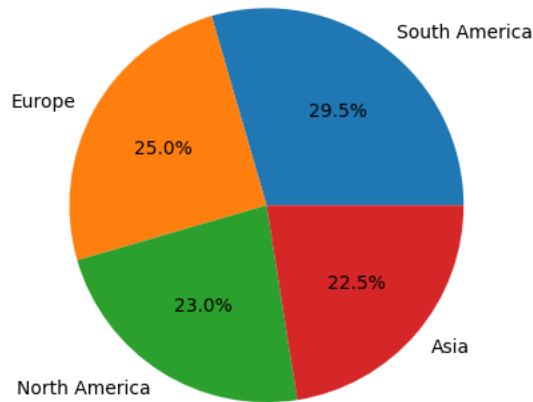
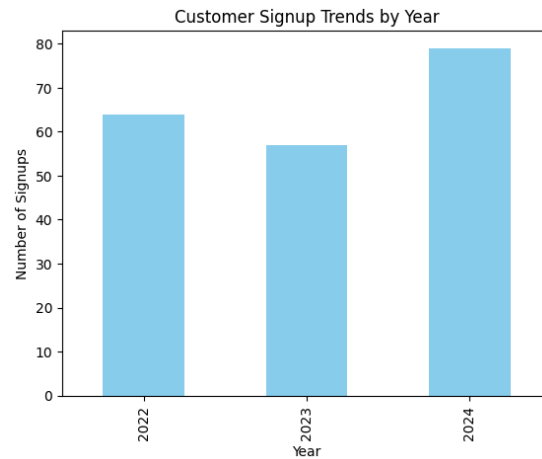


Customer Distribution by Region



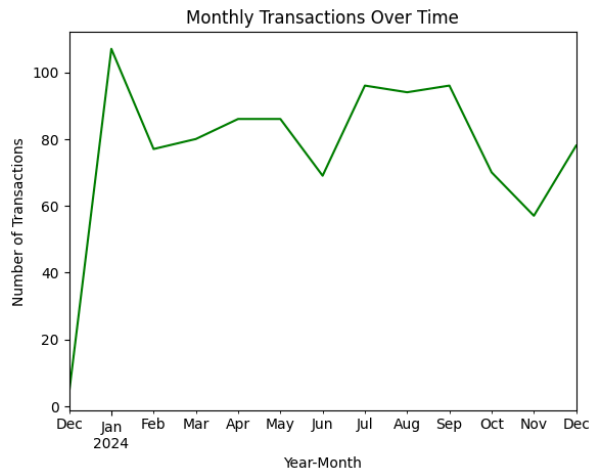
### 1. Customer Distribution by Region:

- South America has the highest customer share, representing 29.5% of the total.
- Europe follows with 25%, reflecting a strong presence in this region.
- North America contributes 23%, showing consistent engagement across this market.
- Asia has the smallest portion at 22.5%, indicating room for expansion.
- The overall distribution shows no region has a dominant majority, suggesting balanced global customer representation.
- South America and Europe together account for more than half the total.
- Asia's 22.5% can be targeted for growth to improve regional diversity.
- North America's consistent share reflects a stable customer base.
- The pie chart highlights opportunities for strengthening weaker regions.
- Expanding efforts in Asia could rebalance the distribution over time.



## 2. Customer Signup Trends by Year

- Customer signups have increased significantly between 2022 and 2024.
- In 2022, about 65 customers signed up, reflecting steady interest.
- The slight dip in 2023 to around 60 shows a temporary decline.
- By 2024, signups surged to approximately 80, showcasing robust growth.
- The growth in 2024 suggests successful strategies or increased demand.
- This upward trend shows long-term business potential.
- Yearly growth highlights effective retention or marketing improvements.
- The 2024 signup peak is a promising signal for continued expansion.
- Addressing the 2023 decline can help avoid future dips.
- Signup trends indicate consistent overall improvement.



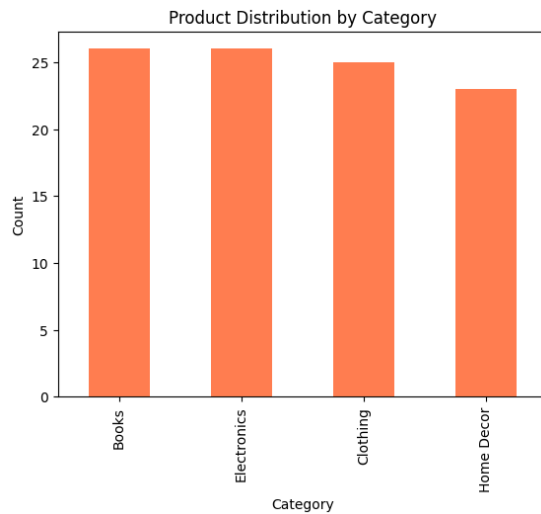
### 3. Monthly Transactions Over Time

- January 2024 recorded the highest transactions, exceeding 100, likely due to seasonal promotions.
- Transactions fluctuated between 60–90 during the rest of the year, with a noticeable dip in June and November.
- December showed an increase in transactions, possibly due to holiday shopping.
- Overall, transactions displayed seasonal variability but remained stable throughout the year.
- Strategies to boost engagement during low-transaction months, like June and November, could help maintain steady growth.



#### 4. Price Distribution of Products

- Most product prices are clustered around \$100–200, representing the highest frequency range.
- Price distribution is relatively even across other price brackets, with peaks at mid-range levels.
- A smooth trendline shows a bell-shaped distribution, indicating balanced demand for affordable and premium products.
- The \$100–200 range reflects strong consumer preference and could be leveraged for promotional offers.
- Higher-priced products are purchased less frequently, indicating a smaller but steady demand for premium options.



## 5. Product Distribution by Category

- Books and Electronics categories have the highest representation, each with around 25 products.
- Clothing follows closely, showing consistent consumer interest in this category.
- Home Decor has the lowest count (~20 products), indicating a niche market or lower consumer demand.
- The distribution across categories is relatively balanced, with no extreme disparities.
- Increasing focus on Home Decor through targeted marketing could improve its performance, while sustaining efforts in high-demand categories like Books and Electronics.