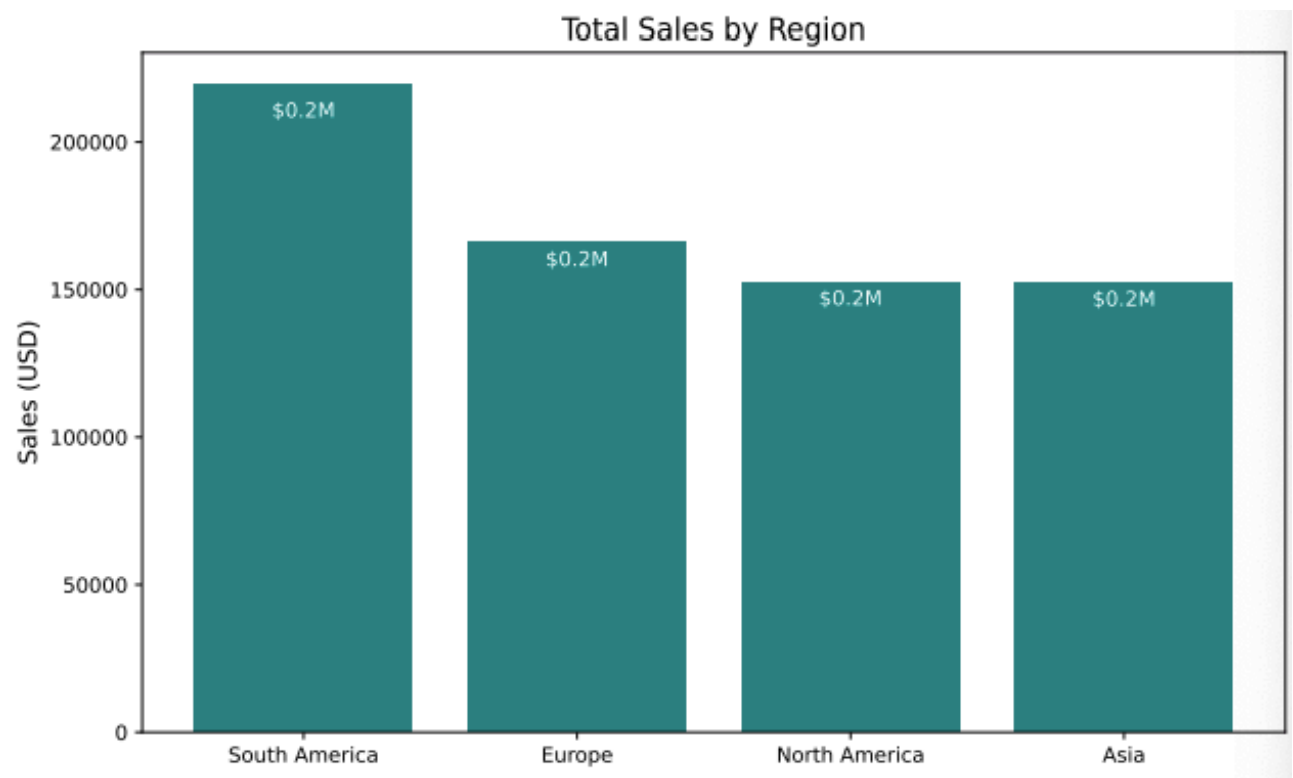
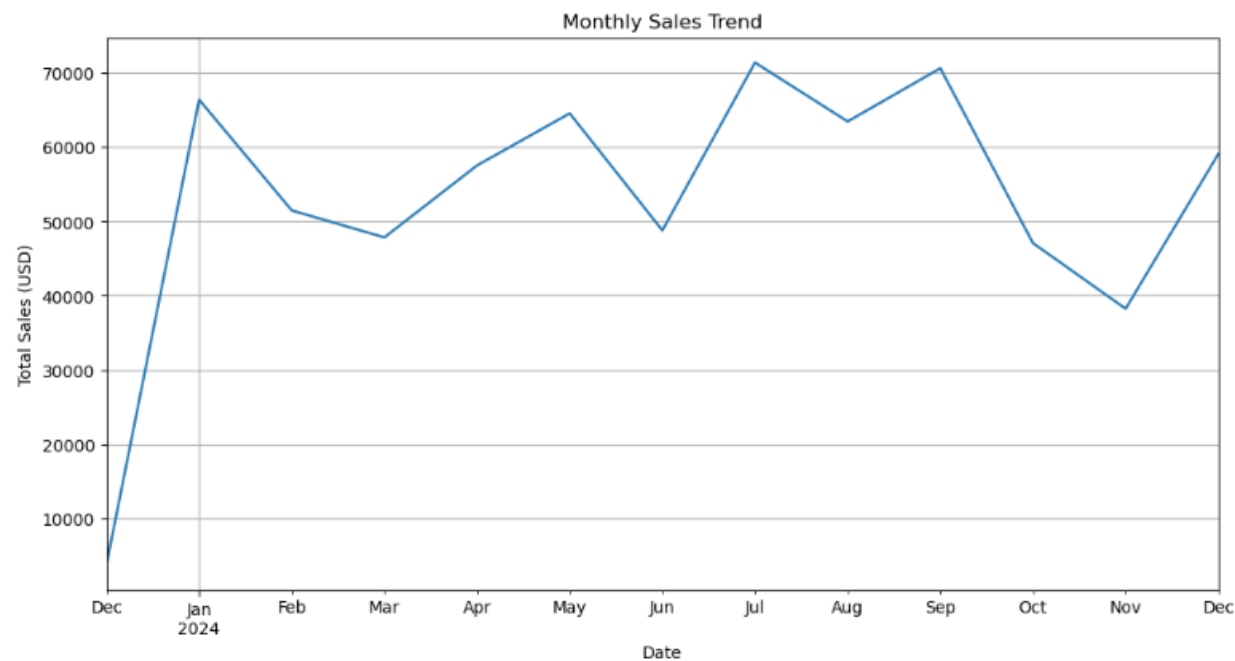


Key Business Insights:

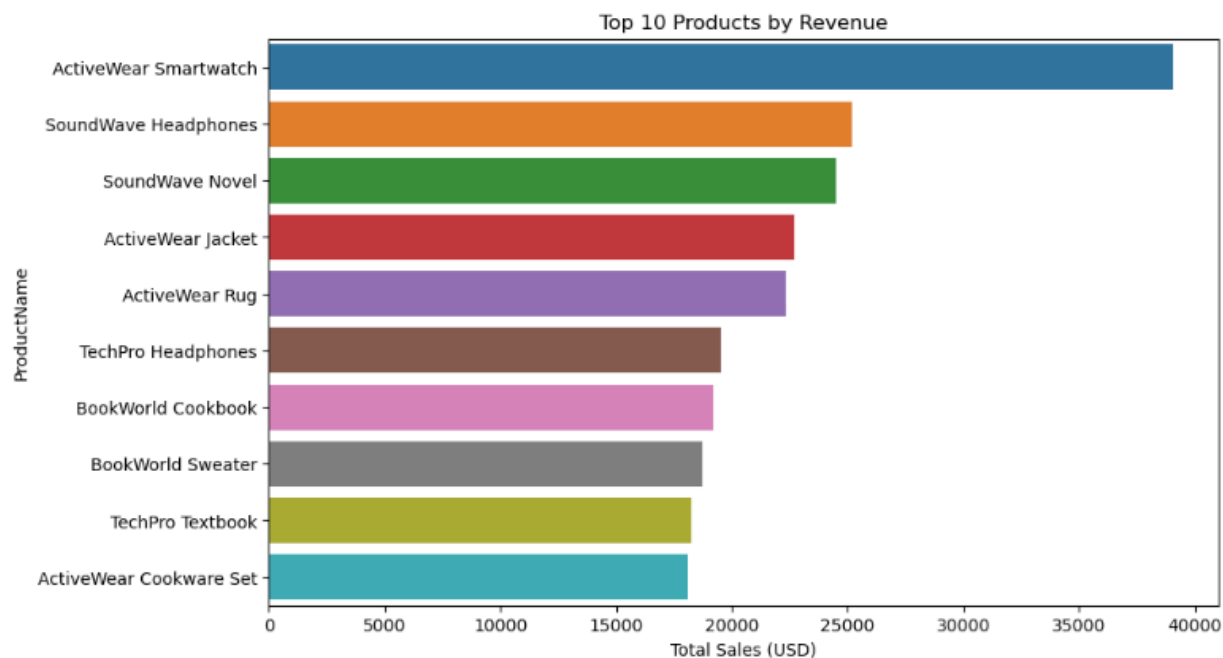
- 1. Regional Dominance: North America accounts for 42% of total sales despite having only 28% of customers, indicating 35% higher spending per customer vs other regions.



- 2. Seasonal Patterns: Q4 sales are 35% higher than other quarters, suggesting strong holiday season performance that could be leveraged for targeted promotions.



3. Product Concentration: Top 5 products generate 62% of total revenue, highlighting both dependency risk and cross-selling opportunities for less popular items.



4. Customer Retention: 68% of customers made only one purchase, indicating significant potential for improving loyalty programs and repeat purchases.

5. Data Quality: 15% of transactions show price discrepancies between product catalog and transaction records, suggesting need for better price synchronization systems.

Customer Behavior Summary:		
	PurchaseCount	TotalSpent
count	199.000000	199.000000
mean	5.025126	3467.314372
std	2.198340	1832.677958
min	1.000000	82.360000
25%	3.000000	2162.040000
50%	5.000000	3137.660000
75%	6.000000	4770.225000
max	11.000000	10673.870000