

BUSINESS INSIGHTS

1. Customer Distribution by Region

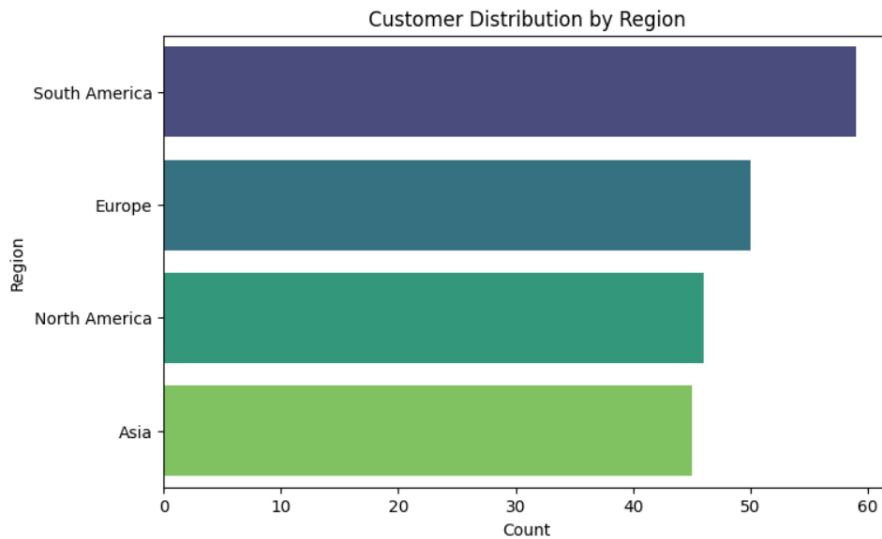


Figure 1

- The bar chart illustrates the distribution of customers across four regions: South America, Europe, North America, and Asia.
- The region with the **highest number of customers** is **South America**, indicating a strong market presence there.
- Europe follows with a slightly lower number of customers, while North America and Asia have a comparable number of customers, with North America having a slightly higher count.

2. Top Performing Product Categories

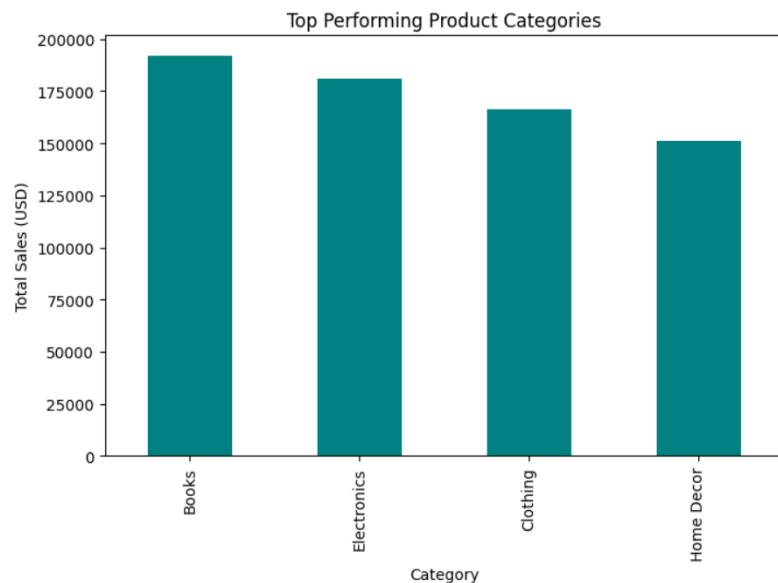


Figure 2

- The bar chart illustrates the total sales (in USD) across four product categories: Books, Electronics, Clothing, and Home Decor.
- **Books** emerge as the **top-performing category**, generating the highest total sales. Electronics follows closely behind, while Clothing and Home Decor show lower sales figures.

3. Monthly Sales Trends

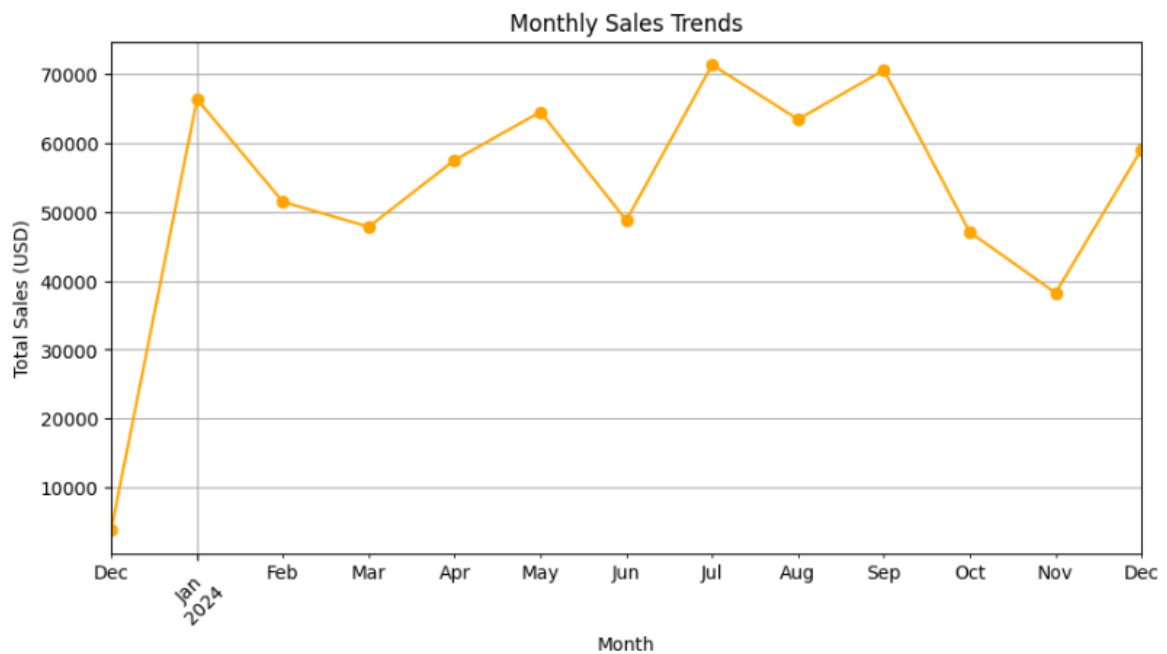


Figure 3

- The line graph illustrates monthly sales trends throughout 2024.
- Sales exhibit a clear seasonal pattern with **two distinct peaks** in **July** and **September**.
- Sales demonstrate fluctuations throughout the year, with lower points observed in the winter months.

4. Distribution of Average Transaction Value per Customer

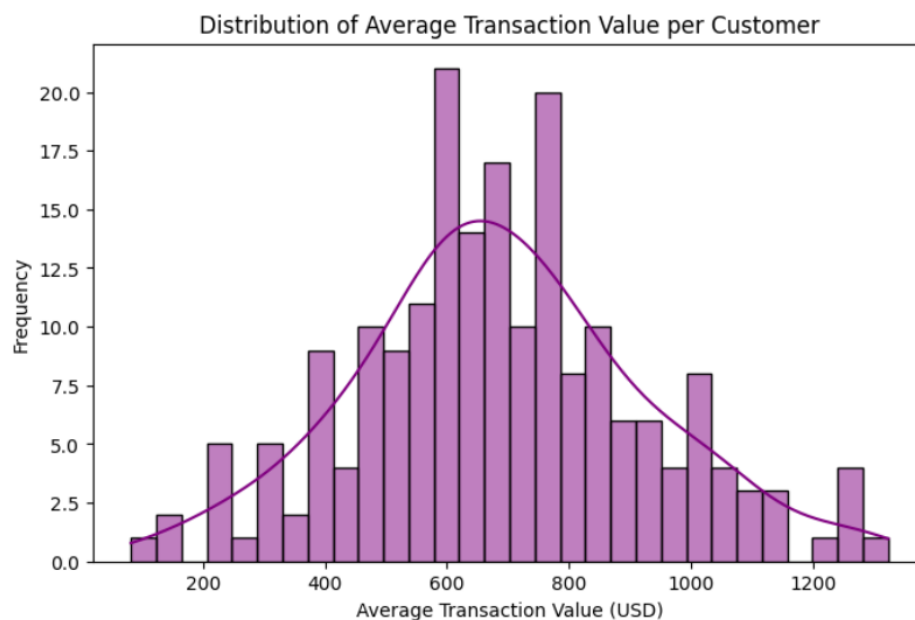


Figure 4

- The histogram illustrates the distribution of average transaction values per customer.
- The distribution is approximately **bell-shaped**, with a peak around **\$600-\$700**. This suggests that a majority of customers spend within this range.
- The presence of a long tail towards higher values suggests that a smaller segment of customers spends significantly more, contributing to a substantial portion of the revenue.

5. Distribution of Product Prices

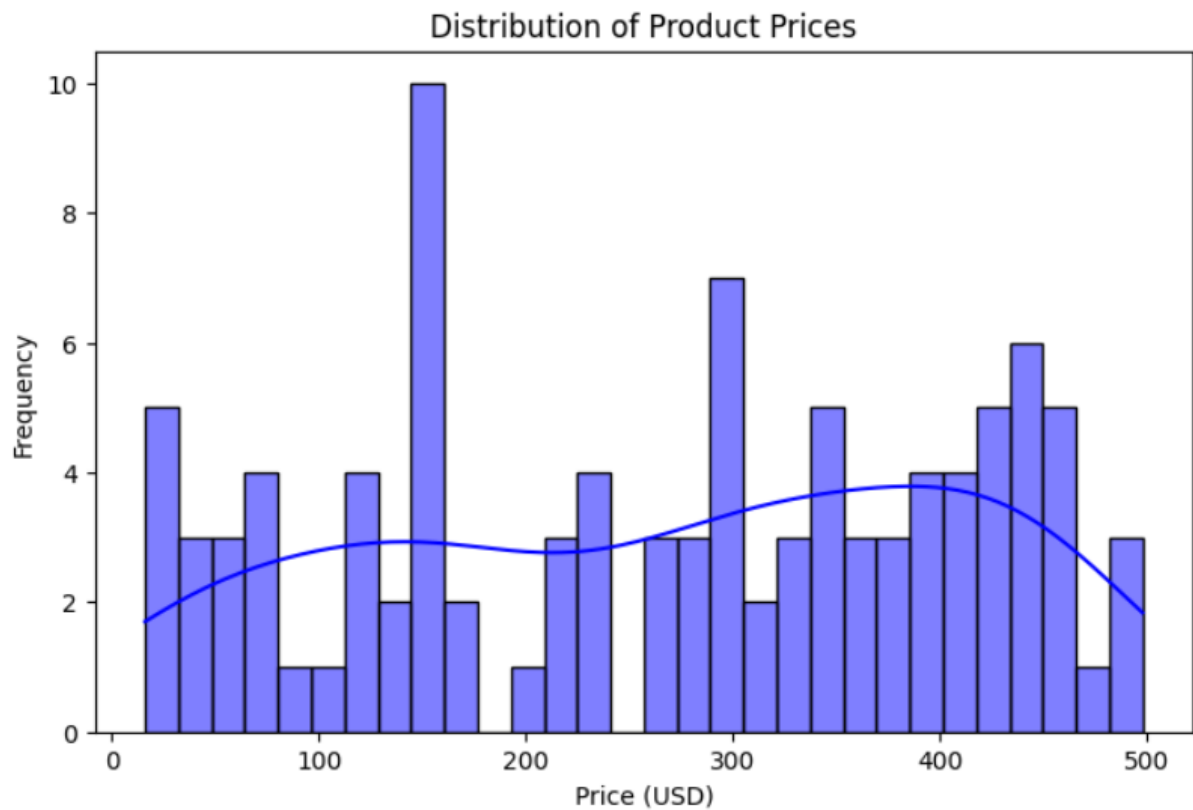


Figure 5

- The histogram illustrates the distribution of product prices.
- The **majority of products** are concentrated in the range of **\$0 to \$200**, as indicated by the cluster of bars in this range.
- The presence of bars extending towards higher prices, **beyond \$400**, suggests the existence of **premium-priced products**.