1. Customer Distribution by Region
Insight: The majority of customers are from North America and Europe, with a significant number of customers also from Asia. South America has the lowest customer count.

Business Implication: The company has a strong presence in North America and Europe, which could be the primary markets for future marketing and sales strategies. Expanding efforts in Asia could also be beneficial, while South America may require targeted campaigns to increase customer acquisition.

2. Distribution of Product Prices
Insight: Most products are priced between 100and300, with a peak frequency around 200. There Are Fewer Products Priced Above**400, indicating a focus on mid-range products.

Business Implication: The company's product portfolio is dominated by mid-range priced items, which are likely the most popular among customers. Introducing more high-end products (above 400) could cater to premium customers,while low−cost products(below100) could attract budget-conscious buyers.

3. Monthly Total Transaction Value
Insight: There is a noticeable seasonal trend in sales, with a significant spike in December (likely due to holiday shopping). Sales dip in January and gradually increase throughout the year, peaking again in November and December.

Business Implication: The company experiences strong sales during the holiday season (Q4), which should be leveraged for promotions, discounts, and inventory planning. The dip in January suggests a post-holiday slowdown, which could be addressed with targeted marketing campaigns to maintain sales momentum.