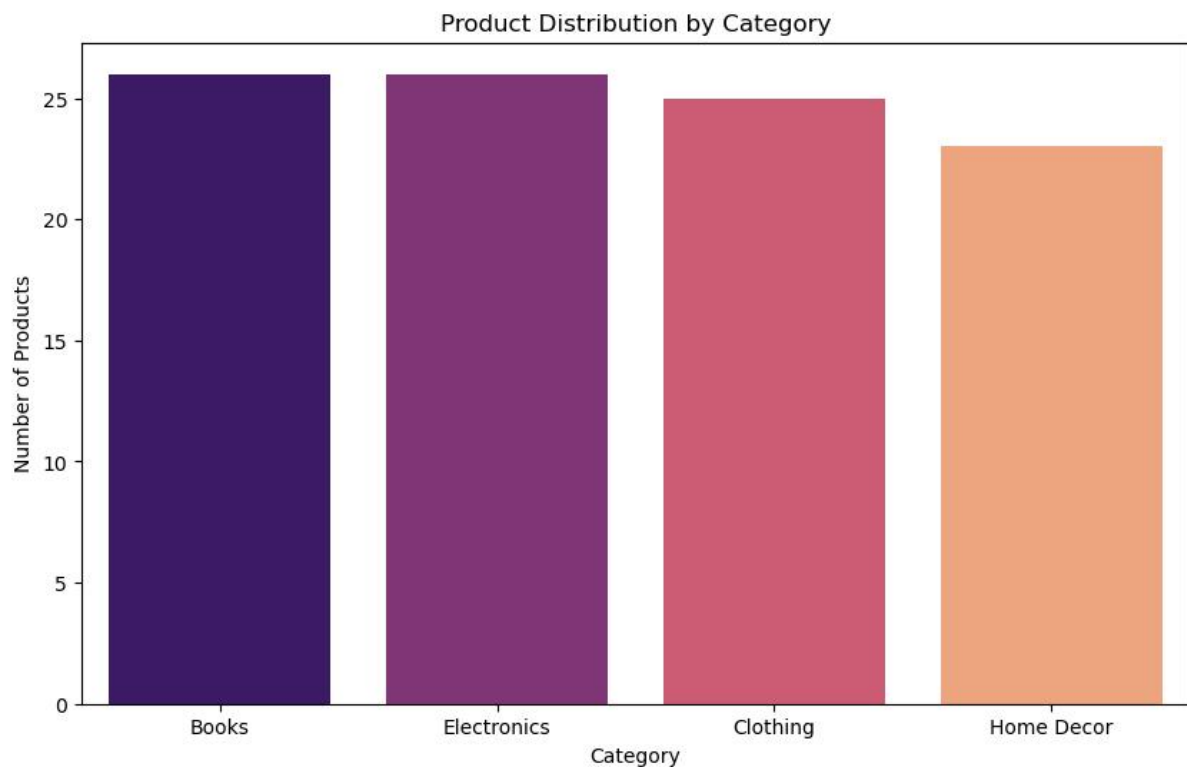


## Customer Distribution by Region:



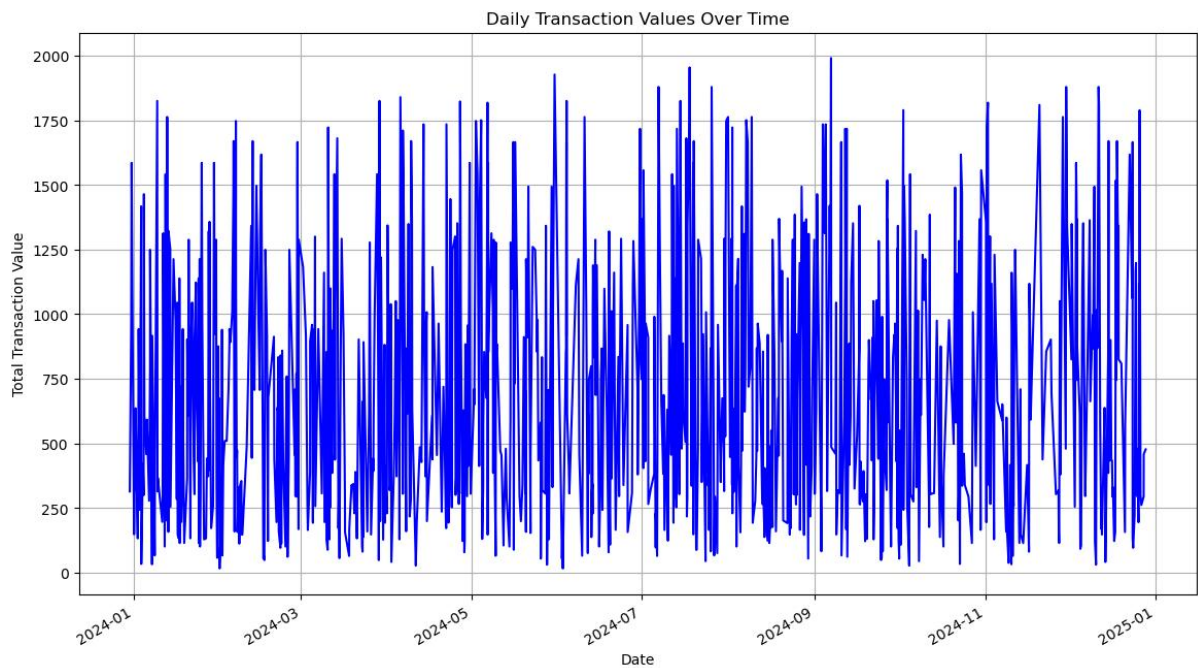
1. South America has the highest number of customers, indicating a strong market presence in the region.
2. Europe, North America, and Asia have similar customer counts, suggesting a relatively balanced global distribution outside South America.
3. North America and Asia lag slightly behind Europe, presenting opportunities to increase customer acquisition efforts in these regions.
4. Focus on expanding in South America while exploring strategies to boost market share in North America and Asia.
5. Further analysis can identify regional preferences to customize marketing and product strategies.

## Product Distribution by Category:



1. South America leads in customer numbers, representing the strongest market for expansion and resource allocation.
2. Europe, North America, and Asia have similar customer bases, showing potential for balanced growth strategies across these regions.
3. North America and Asia slightly trail Europe, highlighting opportunities for targeted campaigns and market penetration.
4. Expanding presence in South America can solidify market dominance, while investments in North America and Asia can address untapped potential.
5. A region-specific approach to products and services could drive customer acquisition and retention in underperforming regions.
6. Identifying regional preferences and behaviours through data analysis will aid in crafting tailored marketing and operational strategies for business growth.

## Daily Transaction Values Over Time:



## Insights

1. The chart shows daily transaction values over a year, with significant variability in the data.
2. Peaks indicate surges in transactions, possibly driven by promotions, seasonal demand, or events.
3. A consistent baseline reflects regular activity, while fluctuations suggest operational or market influences.
4. Periodic patterns may indicate seasonality, requiring deeper analysis to confirm trends.
5. Outliers could point to anomalies, fraud, or unique high-value transactions.
6. Insights can optimize inventory, staffing, and marketing strategies for better efficiency.
7. Segmentation by time, demographics, or other factors could uncover inefficiencies or opportunities.
8. The observed variability impacts forecasting, requiring advanced techniques for accurate predictions.