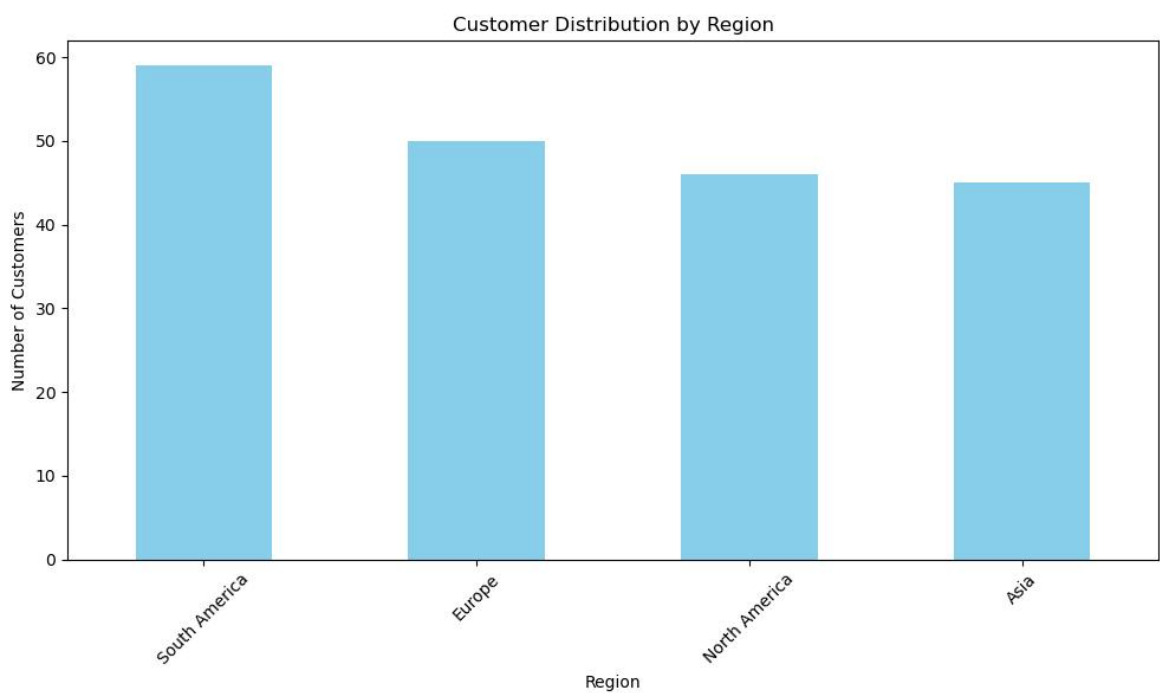


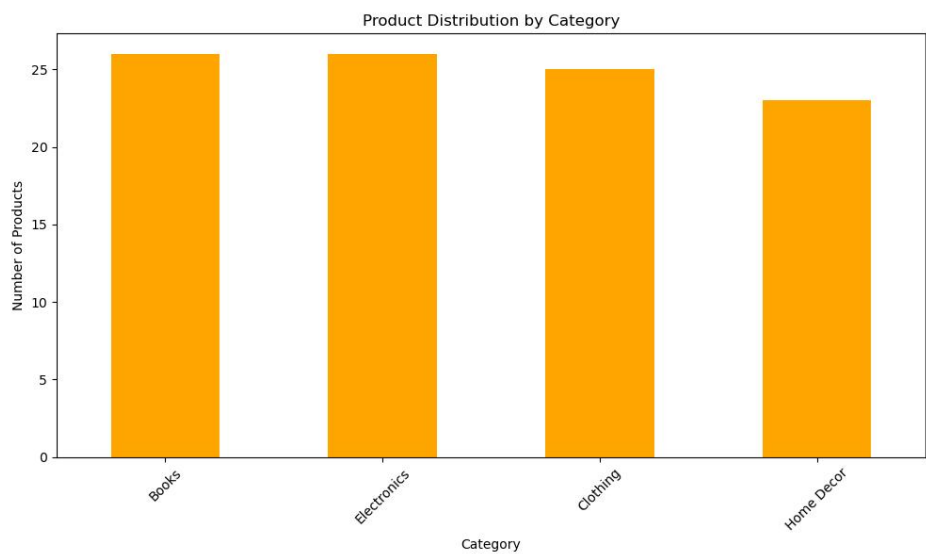
Customer Distribution by Region:



Insights:

- 1. South America shows the highest customer base, making it a key region for business focus.
- 2. Europe, North America, and Asia have similar customer numbers, presenting growth opportunities.
- 3. South America’s dominance highlights its potential for further investment and expansion.
- 4. Customer distribution across other regions is relatively balanced, offering a stable foundation for scaling efforts.

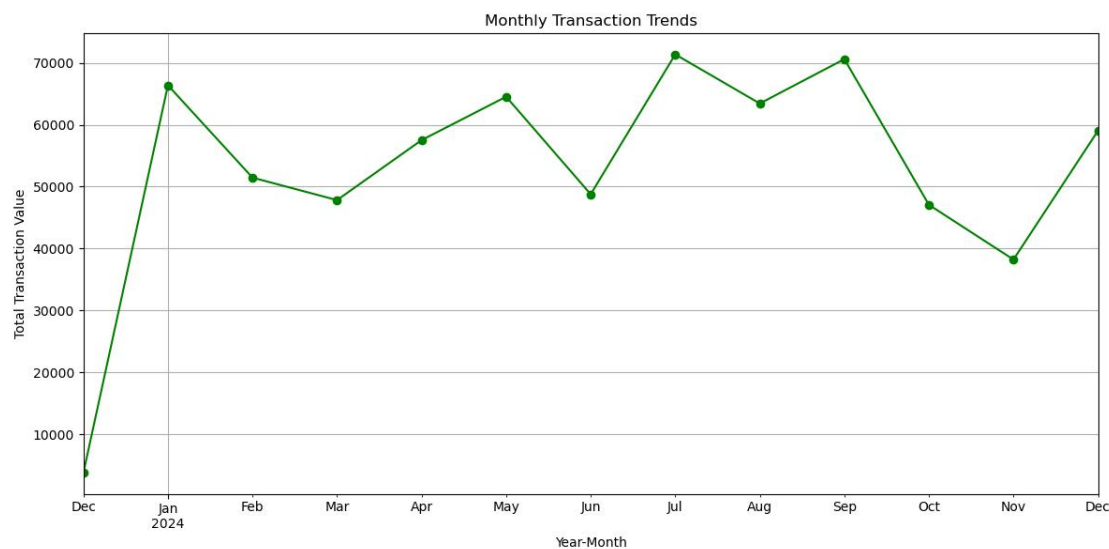
Product Distribution by Category:



Insights

1. All categories (Books, Electronics, Clothing, and Home Decor) have a relatively equal number of products, with a slight variation.
2. Books and Electronics have the highest representation, indicating strong inventory focus in these categories.
3. Home Decor has the lowest product count, suggesting potential to expand offerings in this category.
4. Balanced distribution across categories may support diverse customer preferences but could also dilute focus on high-demand segments.
5. Consider analysing sales performance by category to optimize inventory and align with customer demand trends.

Monthly Transaction Trends:



Insights

1. Sharp rise from Dec 2023 to Jan 2024, likely driven by holiday or year-end sales.
2. Transaction values stabilize between March and June, showing consistent activity.
3. Notable increase in August, potentially due to seasonal demand or promotions.
4. Significant drop in transactions during October and November, indicating reduced activity before a December recovery.
5. Focus marketing efforts during January, mid-year, and August while addressing the Q4 slowdown.