

# Business Insights Report

## Insight 1:Customer Distribution by Region■

From the dataset, we observe that the Most customers are located in the East region, followed by

## Insight 2: Product Category Preferences■

The dataset reveals that Electronics is the most popular product category, followed by Clothing. T

## Insight 3: Correlation Between Purchase Quantity and Total Value■

There is a strong correlation between the quantity of products purchased and the total transaction

## Insight 4: Transactions per Customer■

Customer ID 1001 has made the most transactions.■■

## Insight 5: Distribution of Transaction Value■

Some regions, such as Asia and Africa, show lower transaction totals compared to North America