

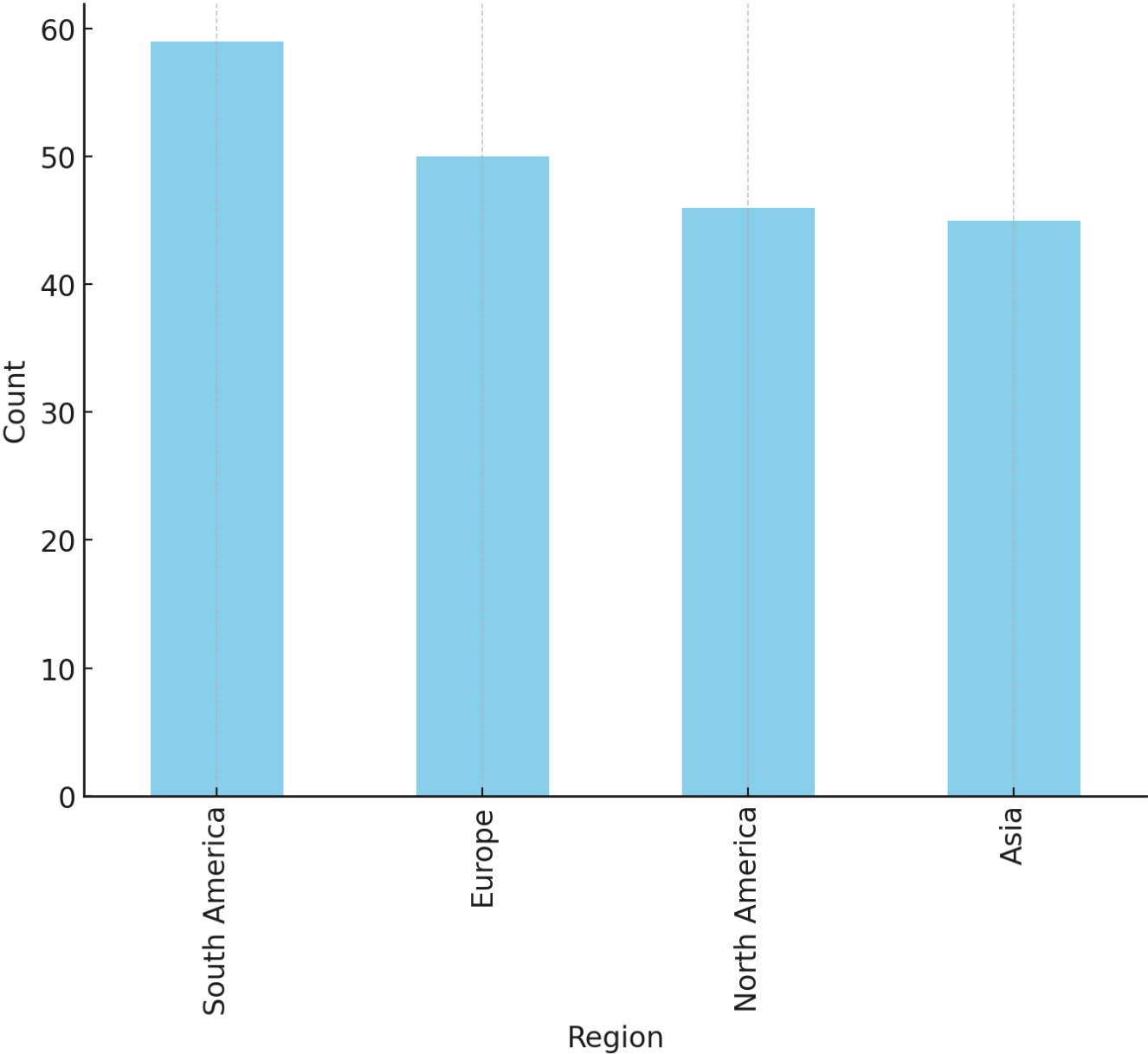
# **Business Insights Report**

## **Exploratory Data Analysis (EDA) Report**

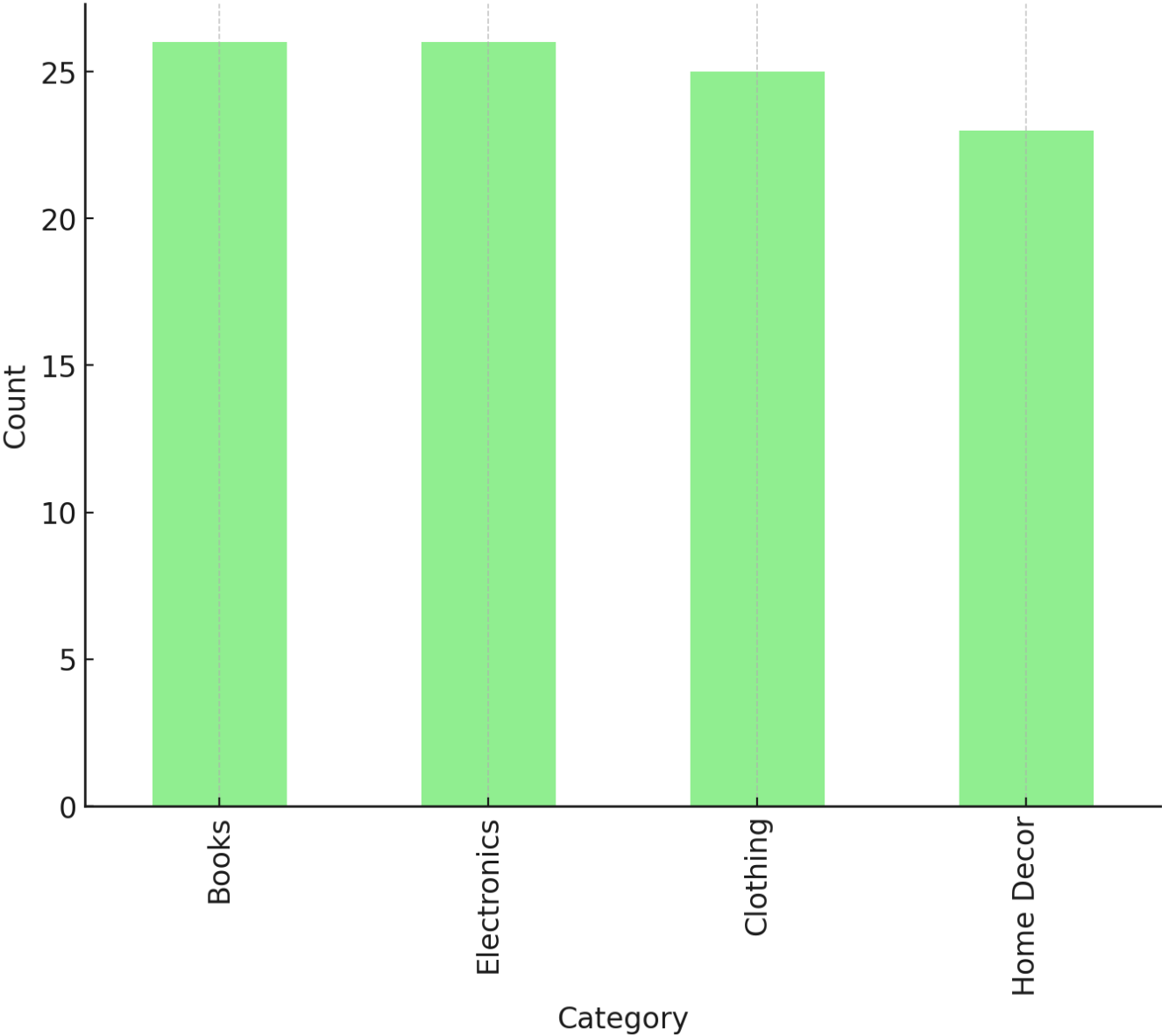
1. South America has the largest customer base, accounting for 29.5% of all customers, and contributes the highest total sales (\$219,352.56). This region should be prioritized for marketing efforts.
2. Books are the most profitable product category, generating \$192,147.47 in sales. Expanding the book product line or offering promotions could further boost revenue.
3. The average transaction value is \$689.99, with a maximum of \$1991.04. Identifying and targeting high-value customers can significantly impact sales.
4. Electronics and Clothing categories perform similarly in terms of sales (\$180,783.50 and \$166,170.66, respectively). These categories could benefit from cross-promotional strategies to enhance sales.
5. Regions with fewer customers, like Asia and North America, show potential for growth. Tailored campaigns in these regions could improve overall market penetration.

## **EDA Visualizations**

Customer Distribution by Region

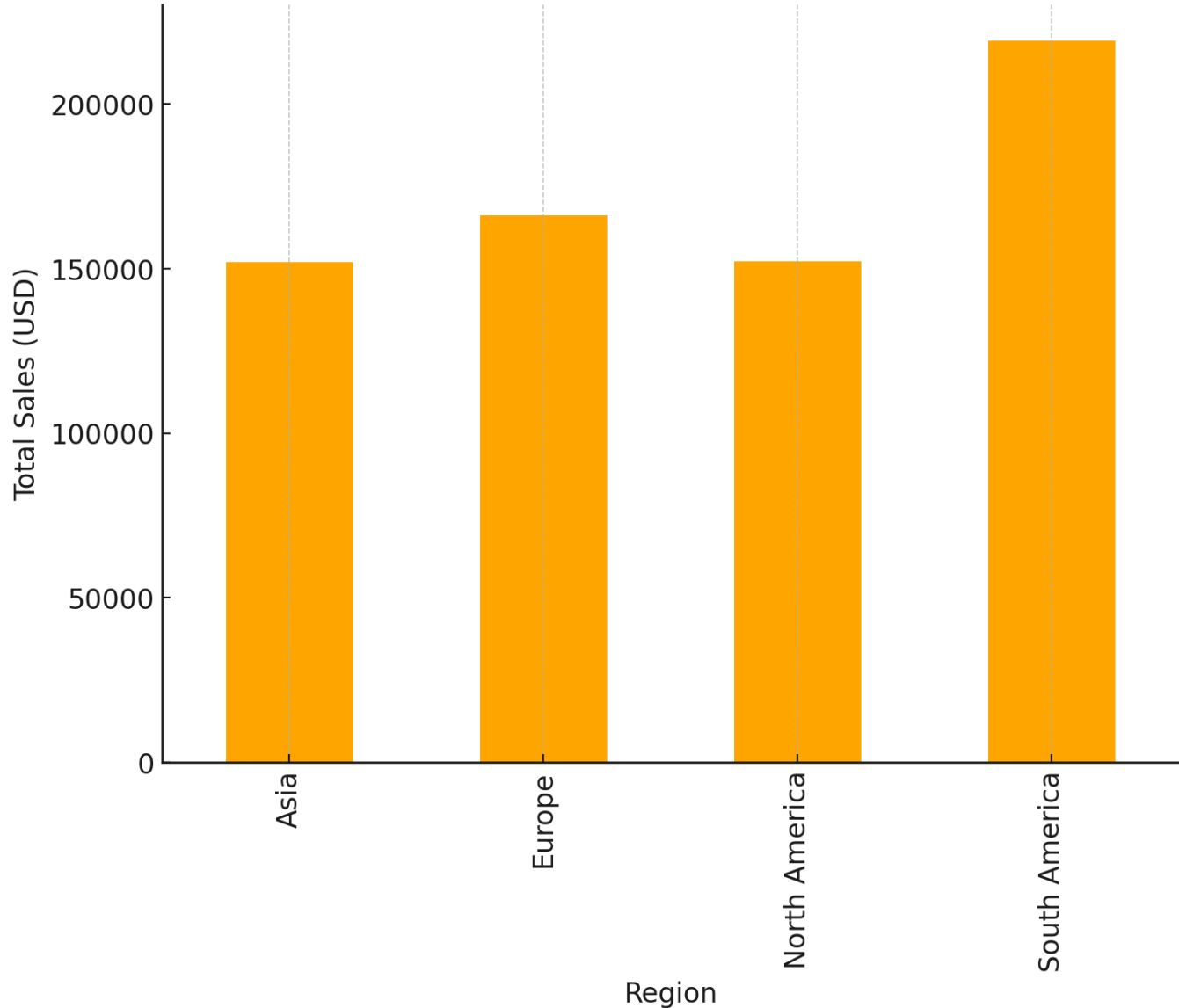


Product Distribution by Category



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Total Sales by Region



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Total Sales by Product Category

