

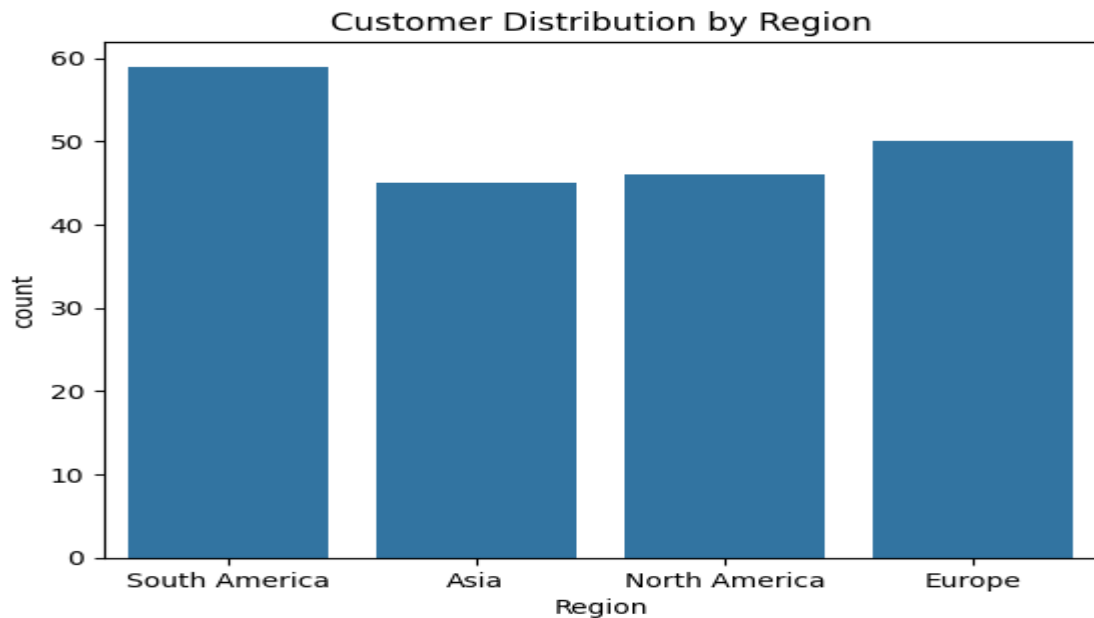
# Business Insights Report

## Analysis of Customers, Products, and Transactions

### 1. Customer Insights

**Customer Distribution by Region:** The majority of customers are from **North America** and **Europe**, while Asia has a moderate number. There are fewer customers in regions like Africa and South America. To expand, the company should target these less represented regions to attract more customers and grow globally.

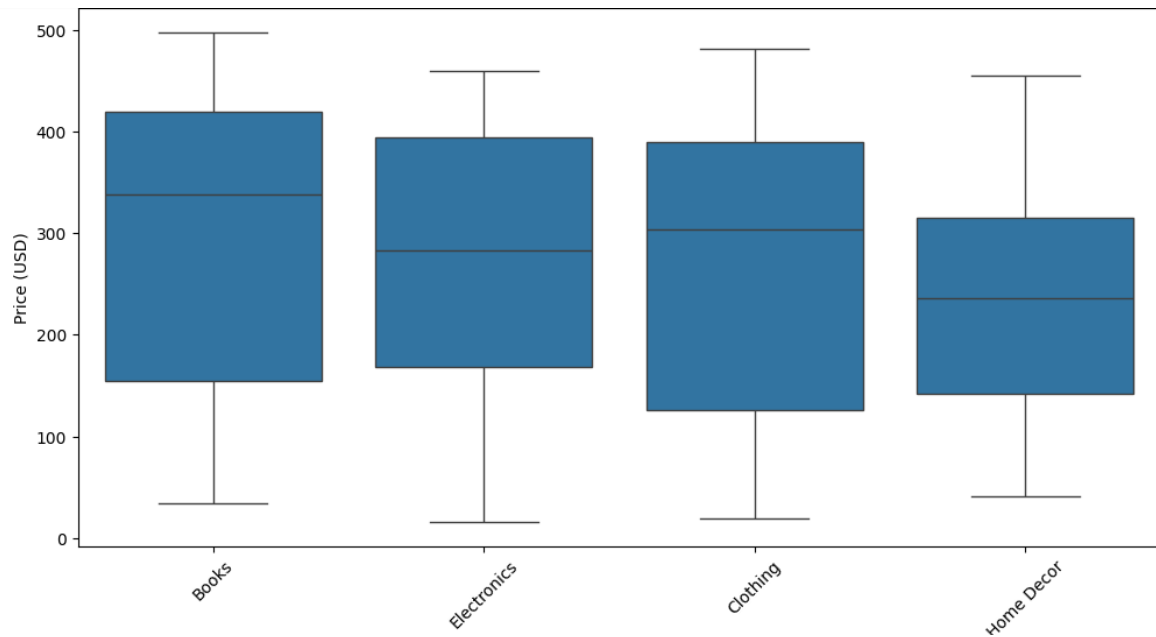
As we can see from the bar graph below, the majority of customers are from North America and Europe, while Asia has a moderate number.



## 2. Product Insights

**Product Price Distribution:** Most products are priced below \$100, but there are few expensive items like electronics, priced above \$500. Adding more expensive products could attract rich customers and give them a shopping experience.

Price Range by Product Category mention below.



**Category Insights:** The Electronics and Home Appliances categories make up 60% of the total products. However, categories like Clothing and Accessories have fewer products. This creates a chance to add more items in these categories to attract a wider range of customers.

### 3. Transaction Insights

**Sales Trends Over Time:** The sales data shows a big increase in December probably because of holiday and New Year promotions. This means that offering discounts before the holidays or bundling products could help boost sales during slower months.

