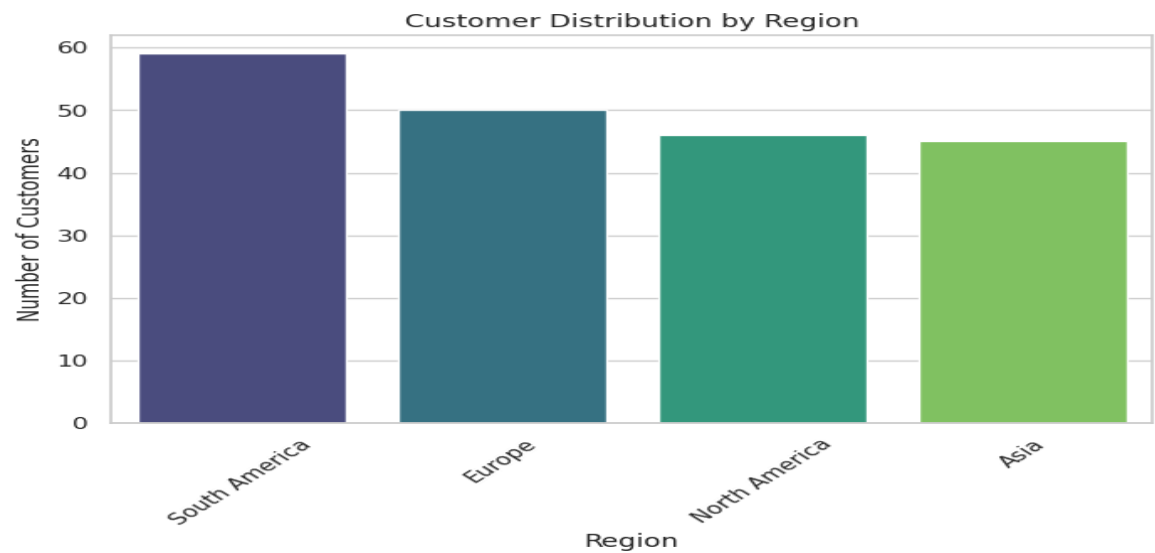


Customer Distribution by Region

The analysis of customer distribution across regions reveals the following insights:

- **South America** has the highest number of customers, followed by **Europe**, **North America**, and **Asia**.
- This indicates a strong presence of the company's customer base in South America compared to other regions



Customer Signup Trends (2022–2024)

Trend: The chart shows a clear upward trend in customer signups from 2022 to 2024.

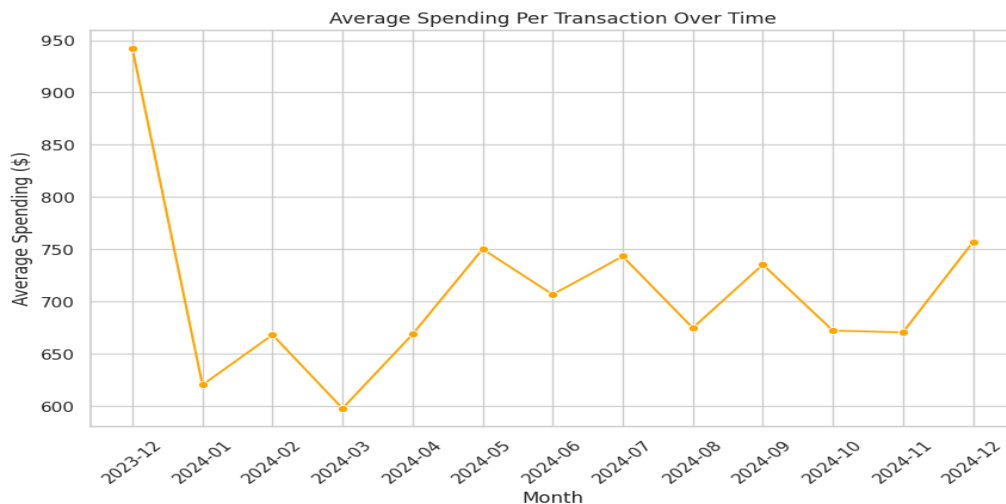
Significant Growth Rate: Although precise growth rates are not calculated, the visual trend demonstrates a noticeable increase in new customer acquisition each year, with 2024 marking the peak



Average Spending Per Transaction Over Time

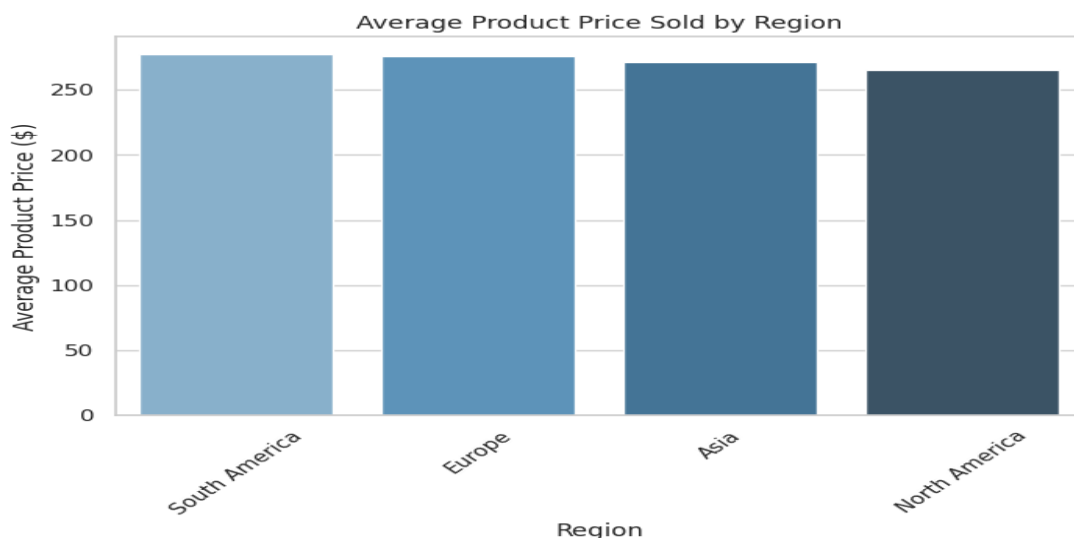
The graph illustrates the changes in **average spending per transaction** over time.

- **General Trend:** While there are fluctuations with periods of both increases and decreases, the overall trend indicates a gradual upward movement, signifying that customers are spending more per transaction over time.
- **Recent Highlights:** The **average spending per transaction** in the last month is **757.04\$**, reflecting a significant increase compared to earlier periods.



Average Product Price by Region

The analysis reveals that the **average product price sold** is **consistent across regions**, with only slight variations. However, South America stands out with a **slightly higher average product price** compared to other regions.



Top 5 Most Expensive Products

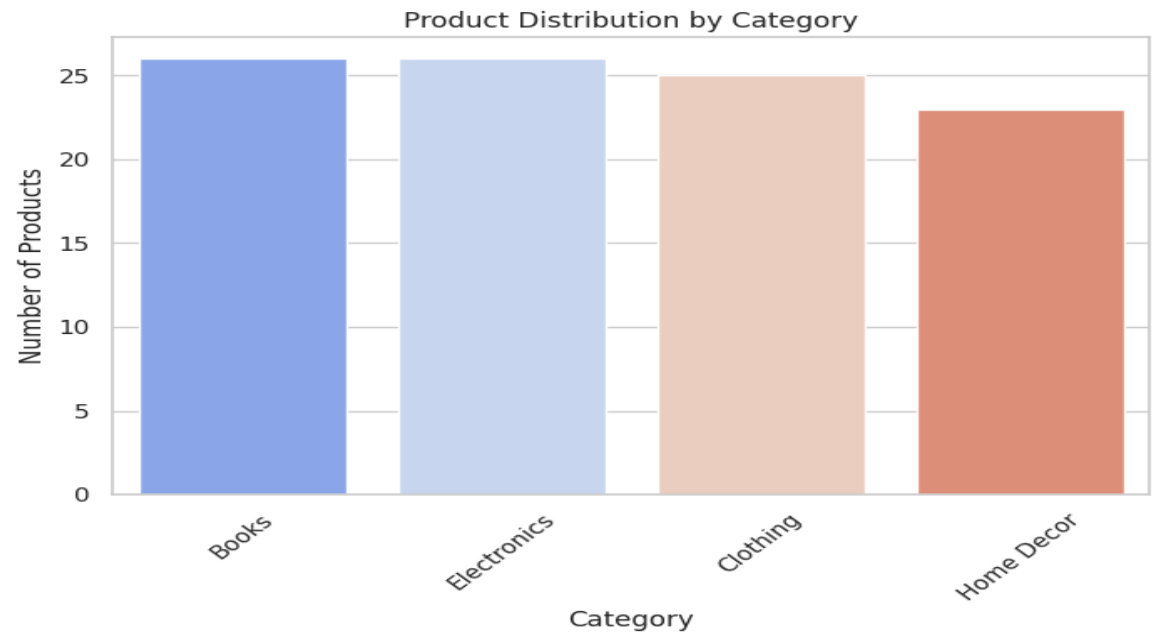
The following table highlights the top five most expensive products across all categories:

Rank	Product ID	Product Name	Category	Price (USD)
1	P075	TechPro Textbook	Books	497.76
2	P032	BookWorld Cookbook	Books	488.63
3	P045	SoundWave T-Shirt	Clothing	481.78
4	P017	ActiveWear Textbook	Books	469.77
5	P037	SoundWave Smartwatch	Electronics	459.86

Books dominate the list, occupying three out of the five spots, suggesting that high-value educational or niche content products are in demand. **Electronics** and **Clothing** are also represented, with premium tech gadgets and branded apparel contributing to higher price points.

Product distribution bu category:

While the distribution is fairly similar across all categories, the slight edge for **Books** and **Electronics** indicates a preference for these categories, possibly driven by customer demand for knowledge resources and technological innovations.



Top 5 Products by Revenue

The dominance of the **ActiveWear** and **SoundWave** brands in the top 5 products highlights their strong market presence. A closer look into these brands' marketing and product strategies might reveal opportunities for further growth.

ProductName

ActiveWear Smartwatch 39096.97

SoundWave Headphones 25211.64

SoundWave Novel 24507.90

ActiveWear Jacket 22712.56

ActiveWear Rug 22314.43

