Top 5 Insights

1. **Multivariate Analysis-**

   Columns – Region, Category and TotalValue
   - The Region South America , Category books have the highest TotalValue sum .
   - The Region North America, Category Home Décor have the lowest TotalValue sum.

   Interpretation – According to my analysis Company should focus on why there is less TotalValue in the region of North America in the catgory of Home décor or there are less number of Customers .

2.Bivariate Analysis-

   Columns – TransactionMonth(TMonth) and TotalValue

   - During the July, September months The TotalValue has highest value .
   - During the November month The TotalValue has lowest value.

        Company focus on these months and find due to which reasons the lowest value in November month it may be because of there is no festivals or there is less signup suring this month.

3.Bivariate Analysis-

   Columns - Region , Quantity
   - In South America region has the Highest Quantity of the Products .
   - In Asia region has the lowest Quantity of the products.
     Company focus on Asia regions why there is less Quantity -It may be company does not have good reach to some Asia regions countries.

4. Multivariate Analysis-

   Columns – Region , SYear, CustomerID

   - North America have highest Signup during year 2024 and 2022.
   - North America has the lowest signup during year 2023
     Company has to focus on Asia region also because hter is not so much increasein number of signups during 2022,2023,2024 years compare to other

5.Bivariate Analysis –

Columns – Region, Category

- Created a heatmap between them
- South America have highest category in books and lowest category in Clothing.
- Asia has lowest category in books and Europe also lowest category in Clothing. Company have great benefits from South America region but from Europe and Aisa has lowest benefits It can be because of lowest Number of Signups and not so much promotion or reach in these regions