

## E-Commerce Transactions - Assignment Task 1: Business Insights

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1. High activity in regions like South America, Europe, North America where the majority of customers reside. These regions could be targeted for more personalized marketing.
2. Product categories such as Books, Electronics contribute the highest sales revenue. Focusing on these categories for inventory and promotions would yield high returns.
3. Moderately priced products in the \$20-\$50 range have higher quantities sold, indicating customers are more likely to buy these items over higher-priced ones.
4. Recent customers are driving repeat sales. This segment should be targeted for loyalty programs or exclusive offers.
5. Sales spike significantly during the holiday months (November-December). Businesses should prepare for higher demand with promotions and inventory planning.