BUSINESS INSIGHT
Analysis Report

Customer Distribution by Region
Focus marketing efforts in South America for maximum impact, but also consider strategies for market penetration in less represented regions to expand the customer base.
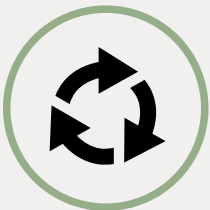
Product Popularity by Category
Capitalize on the popularity of **Book** by introducing new products or enhancing current offerings within this category.

Time Series Analysis of Transactions
Align marketing campaigns and stock levels with the identified **peak sales months (July, August & September)** to optimize sales and reduce inventory holding costs.

Customer Retention
The **stable retention rate** before and after the drop shows a generally high level of customer trust in the product, barring the anomaly.

Price Distribution
Adjust pricing or introduce products in underperforming ranges, like **$200**, to fill the gaps and potentially capture more market share.