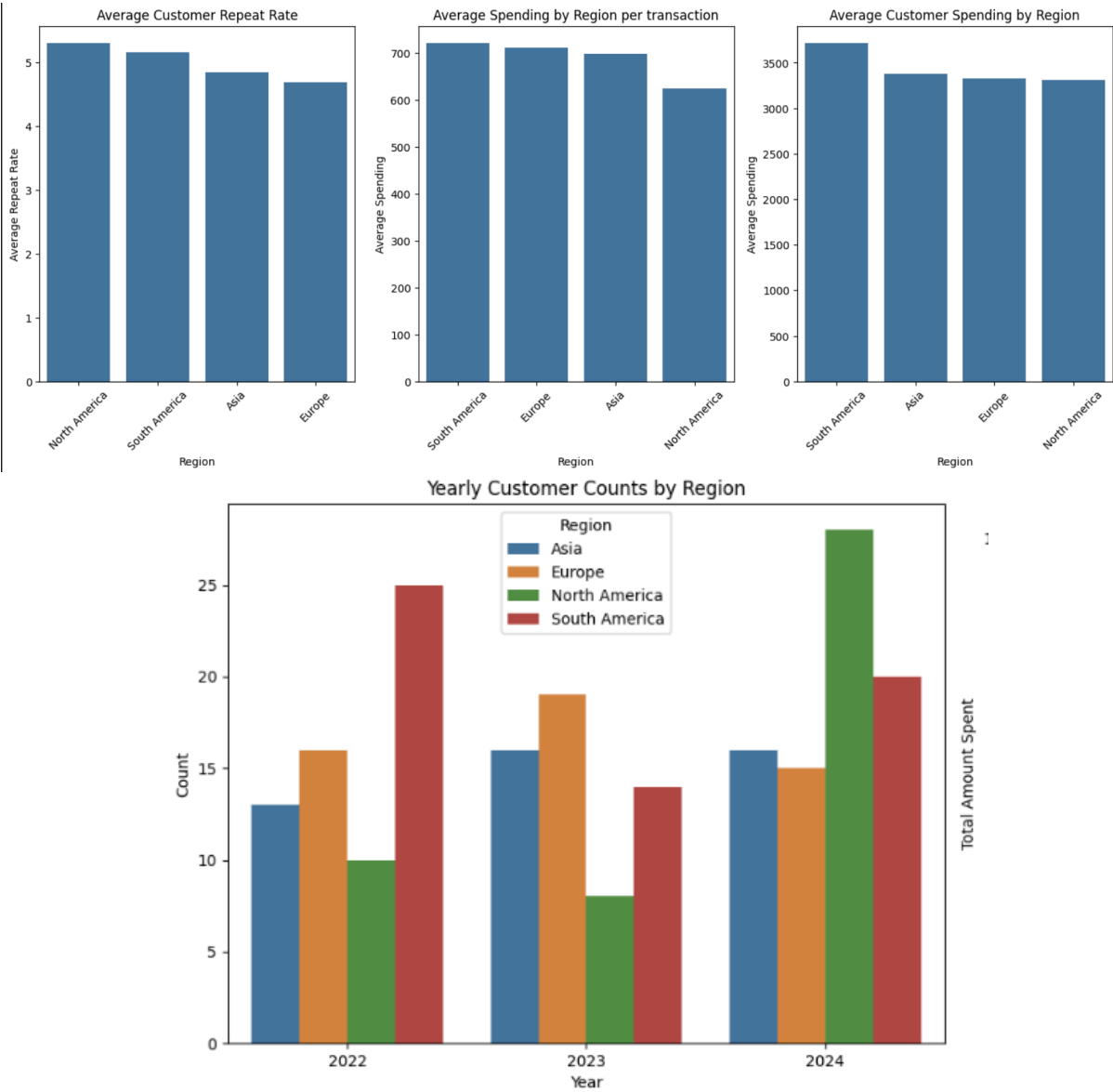


Business Insights

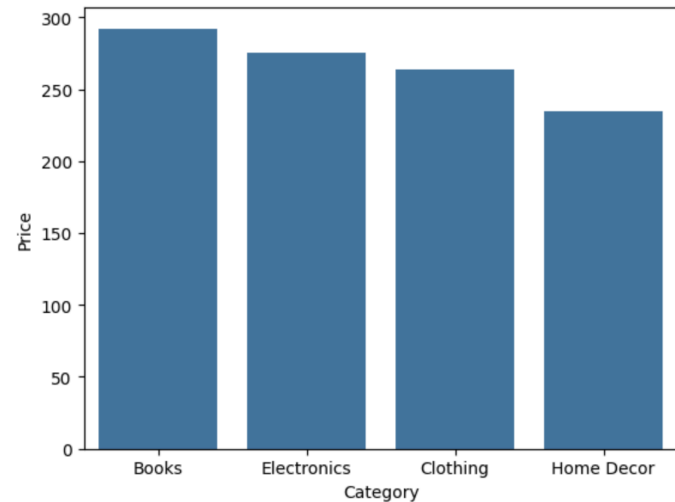
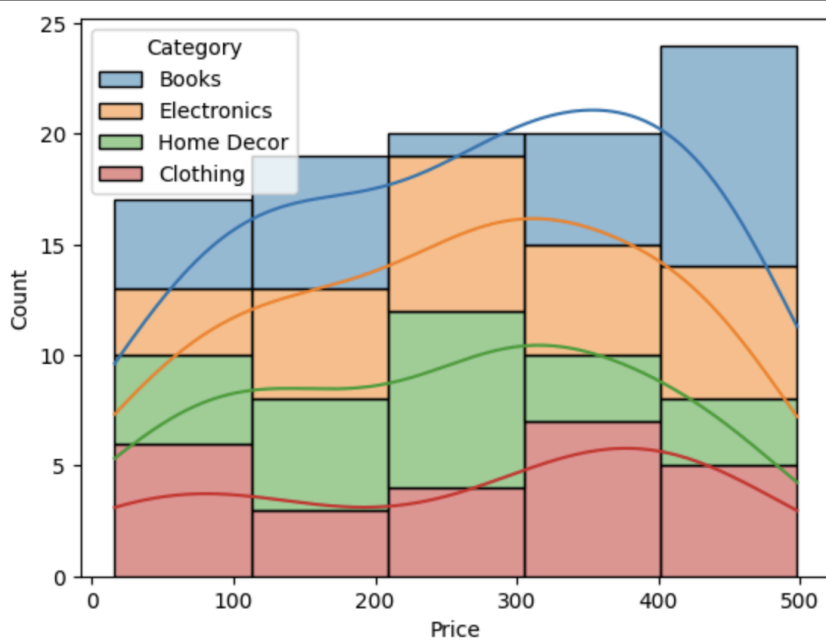
1. Customer Behavior by Region

- **South America:** Customers buy a lot and come back often. They like buying in large quantities, especially books and electronics. But sales are dropping over time.
- **Europe:** Customers spend a lot per purchase but don't shop often. The market is stable.
- **North America:** Customers shop often but spend less each time. The market is growing gradually year on year.
- **Asia:** A few wealthy customers spend a lot, but most don't shop often. They prefer buying clothes overall.



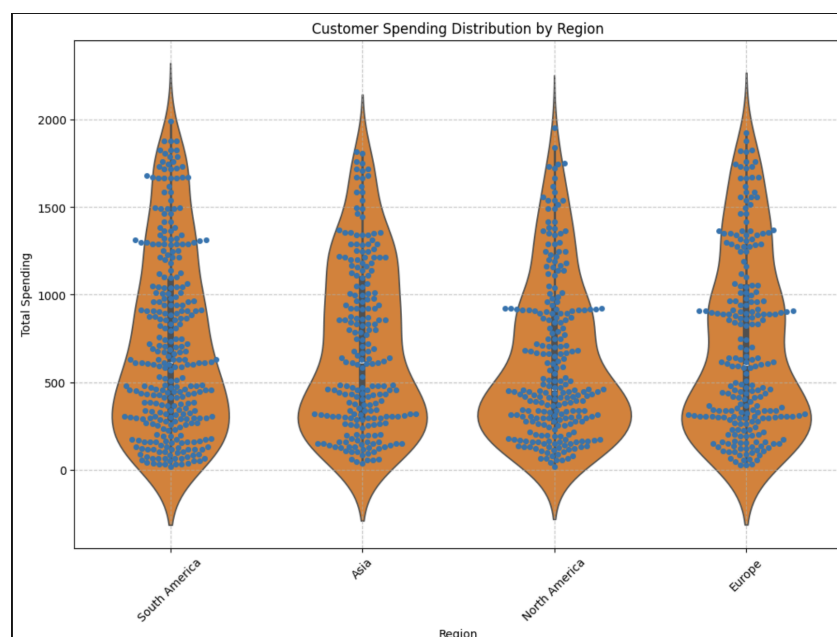
2. Product Performance

- **Books:** Best-selling category. Customers buy many books at once, and some are expensive and love to buy them in bulk.
- **Electronics:** Sell well but are rarely bought in bulk. Mostly mid to high-priced.
- **Clothing:** Customers buy many items at once, but prices are lower.
- **Home Decor:** Least popular category, with mid-range prices.



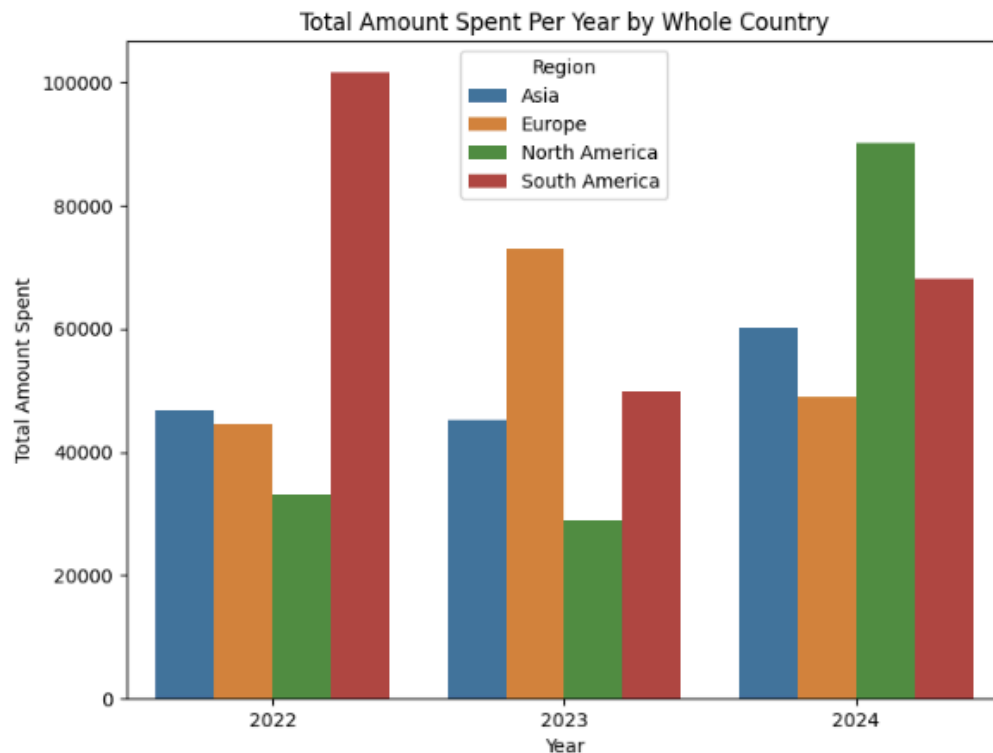
3. Spending Patterns

- **South America:** Highest spending per customer.
- **Europe:** High spending per purchase but fewer purchases.
- **North America:** Low spending per purchase but many purchases.
- **Asia:** A few customers spend a lot, but most spend less.



4. Market Trends

- **North America:** Growing fast with more sales and customers.
- **South America:** Sales are dropping over time.
- **Europe & Asia:** Stable, with no big changes.



5. What Should the Business Do?

- **South America:** Keep customers loyal with discounts and bundle deals for books and electronics.
- **North America:** Focus on affordable products and marketing to grow further and try increase the average transaction size .
- **Europe:** Sell premium products and encourage repeat purchases from the customer..
- **Asia:** Target wealthy customers with high-end products and focus on selling clothes.
- **Products:**
 - **Books:** Add new titles and offer bundle deals.
 - **Electronics:** Focus on high-quality, mid to high-priced items.
 - **Clothing:** Offer more affordable options.
 - **Home Decor:** Expand the product range to attract more customers.

6. Key Takeaways

- **Loyal Customers:** South America and North America have the most repeat customers.
- **High Spenders:** Europe and Asia have customers who spend a lot but shop less often.
- **Best Products:** Books and electronics sell the most, home decor sells the least.
- **Market Growth:** North America is growing, South America is declining, and Europe and Asia are stable.