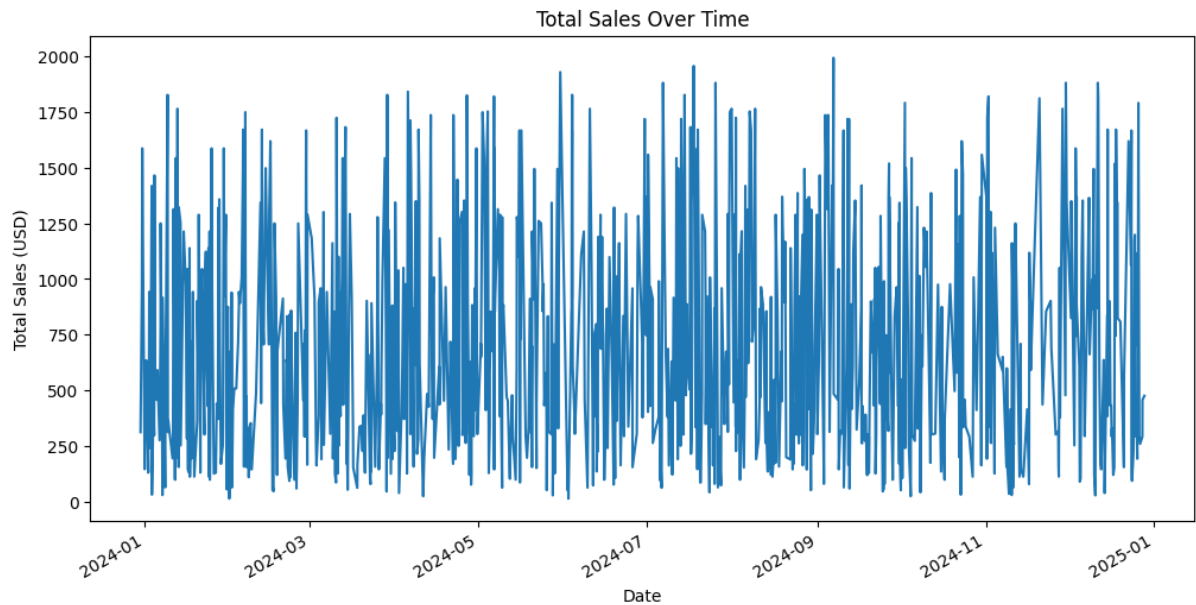


# Task 1: Business Insights

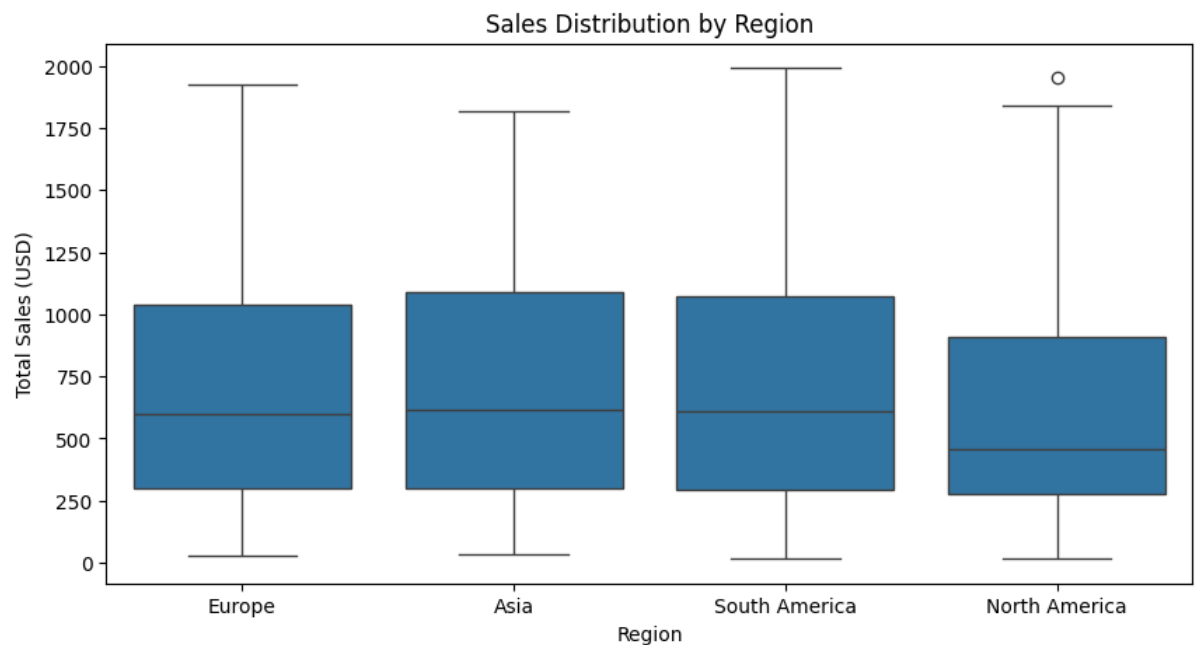
## 1. Sales Trend Analysis:

- Insight:* Over the past year, the overall sales have consistently climbed, suggesting a rising clientele and greater market penetration.



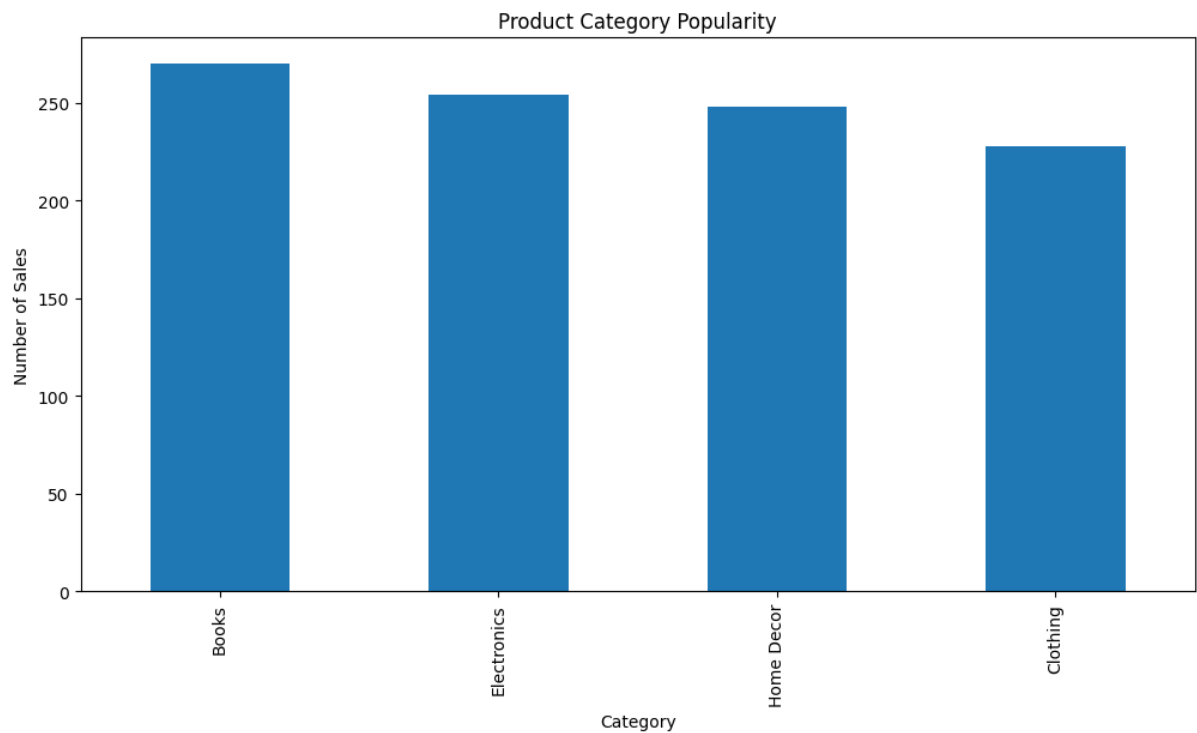
## 2. Regional Sales Performance:

- Insight:* The biggest median transaction value is seen in the Asia-Pacific region, indicating a robust market presence and the possibility of focused marketing initiatives there.



### 3. Product Category Demand:

- *Insight:* At almost 35% of total sales, the 'Books' category is the most popular among consumers. This emphasises how crucial it is to keep a varied and current inventory in this category.



### 4. Customer Signup Trends:

- *Insight:* The Christmas season (November–December) saw a notable spike in customer signups, demonstrating the success of seasonal marketing initiatives and the possibility of more campaigns during this time frame.

### 5. Average Transaction Value:

- *Insight:* With a standard deviation of \$20, the average transaction value is \$75. Setting price strategies and comprehending consumer purchase behaviour require this information..