

Business Insights:

From customers dataset, South America accounts for the highest number of customers (59 out of 200) which indicates this region could be a strategic focus for targeted marketing campaigns to boost sales.

From products dataset, the book category has the highest number of products, while we make the company could consider expanding this category, as it likely resonates well with customer preferences.

From transactions dataset, Transactions can generate up to **\$1991.04**, with an average value of **\$689.99**. Encouraging bulk purchases or offering discounts for higher transaction values could increase average revenue per transaction.

Customer **C0109** and product **P059** are the most active, personalized offers for top customers/products can increase repeat purchases and drive profitability easily.

Signup Peaks on **late 2024 (October and November)** shows that pre-holiday campaigns could be effective for customer acquisition.

Months like **February, March, and April** across all years tend to have higher signups compared to other months, suggesting a seasonal trend.