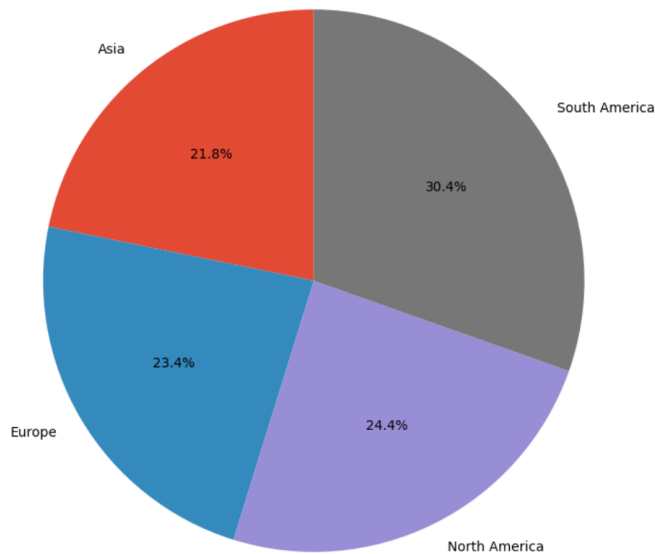


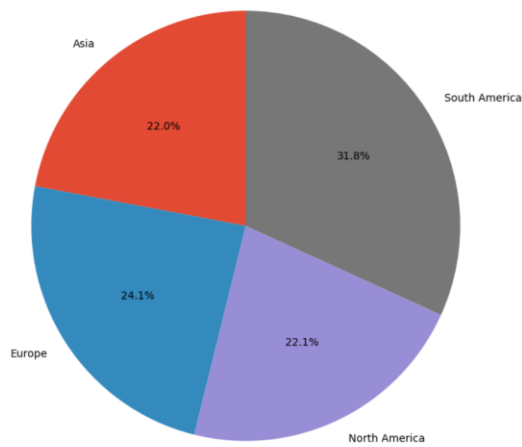
Business Report

- South America leads in both spending (31.8%) and transactions (30.4%), making it a high-priority market with strong purchasing power and active consumer engagement. Europe (24.1% spending, 23.4% transactions) shows balanced consumer behavior, suitable for mid-range offerings. Asia (22% spending, 21.8% transactions) indicates fewer but higher-value transactions, suggesting demand for premium products. North America, with lower spending (22.1%) but higher transaction volume (24.4%), points to frequent, smaller purchases, favoring affordable or subscription-based products. Focus on South America for growth, tailor offerings to North America's affordability, and target premium opportunities in Asia while maintaining balance in Europe

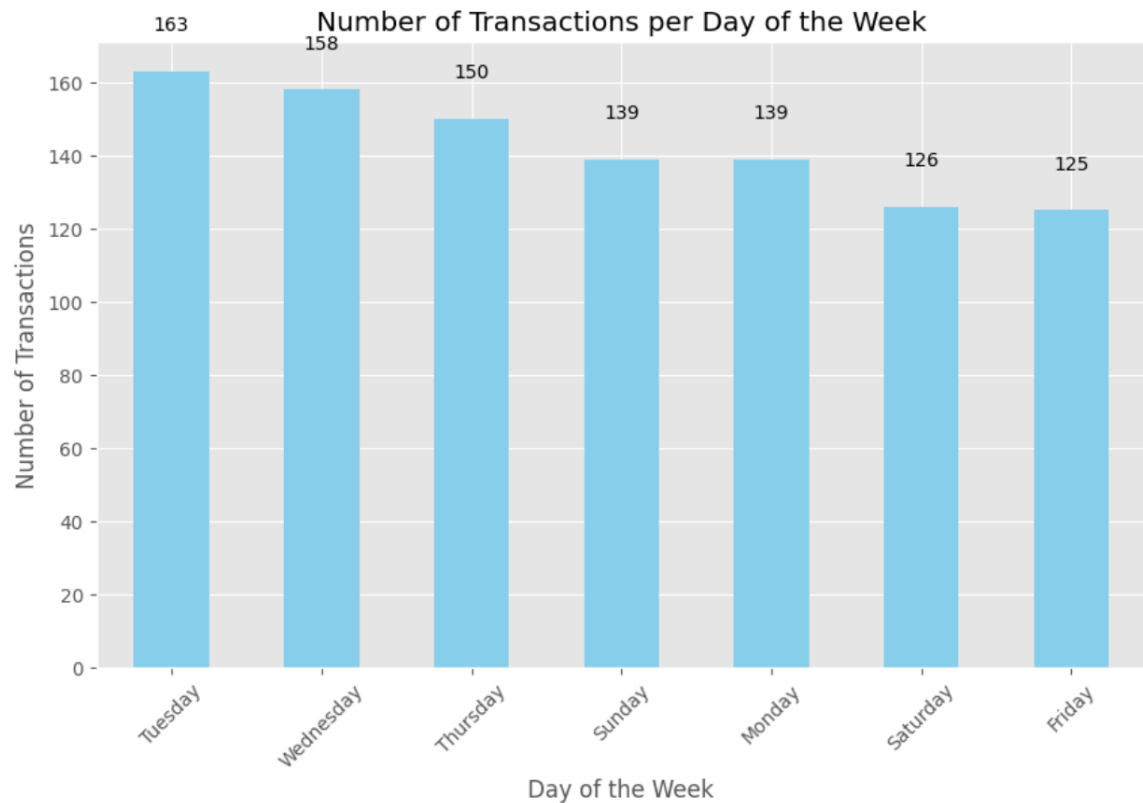
Distribution of Total Transactions by Region



Distribution of Total Spending by Region

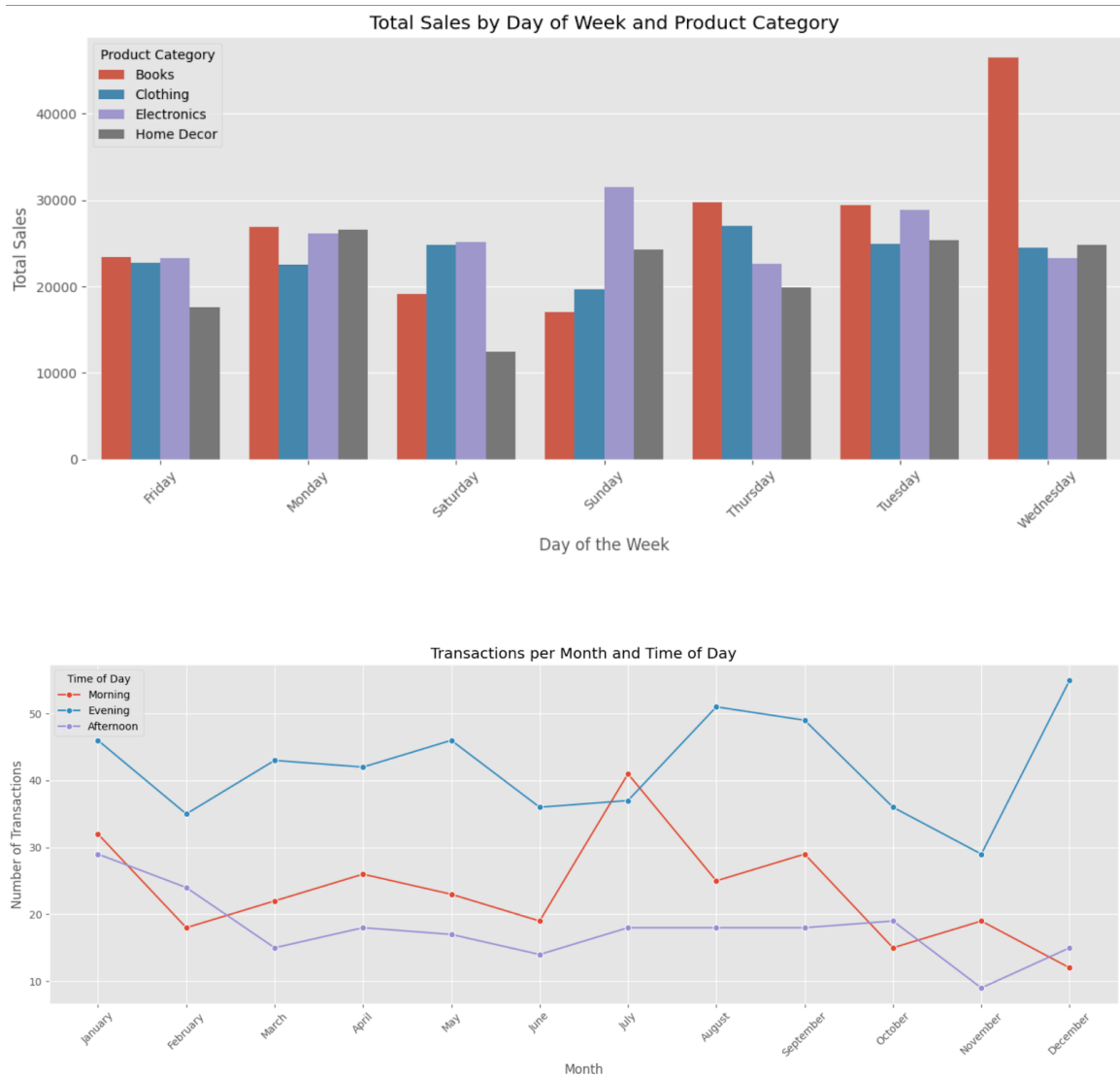


- Tuesday (163 transactions) and Wednesday (158 transactions) are the most active transaction days, indicating peak mid-week consumer engagement. Thursday (150 transactions) also sees significant activity. Activity declines over the weekend, with Saturday (126 transactions) and Friday (125 transactions) being the least active days. Businesses should focus promotional efforts and sales campaigns earlier in the week, especially on Tuesdays and Wednesdays, to capitalize on higher consumer activity. For weekends, consider strategies to boost engagement, such as exclusive weekend discounts or targeted offers, to balance transaction volumes.



- **Total Sales by Day of Week and Product Category:**
Electronics consistently have the highest sales across all days of the week. Clothing sales are generally higher on Mondays and Saturdays. Books and Home Décor show lower sales compared to Electronics and Clothing throughout the week.
Transactions per Month and Time of Day: Morning transactions are generally higher than Evening and Afternoon across all months. There's a significant spike in transactions during the Afternoon in July. Overall, transaction numbers tend to be lower from October to December. Overall, the data suggests that Electronics are the top-selling product category, with consistent demand throughout the week. Clothing sales fluctuate more, with higher demand on specific days. Home Décor and Book sales are relatively lower. Transaction patterns reveal a preference for morning

shopping, with a notable exception in July. Sales tend to dip during the holiday season.



- This graph showcases the monthly sales performance of four product categories: Home Decor, Electronics, Clothing, and Books. Key insights include:
 - Seasonal Trends: Electronics and Books peak in sales during December, likely due to holiday shopping, while Home Decor sees a boost in January and December.
 - Consistent Performers: Clothing maintains relatively steady sales throughout the year, with slight dips in February and November.
 - Strategic Focus: Companies should prioritize Electronics and Books for year-end promotions and leverage Home Decor for New Year sales campaigns.
 - Opportunity Identification: February presents a low-sales period across categories,

signaling an opportunity for targeted promotions.

