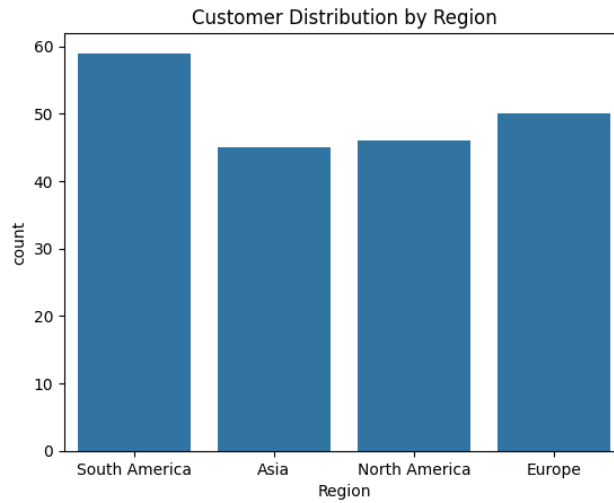


# Business Insights

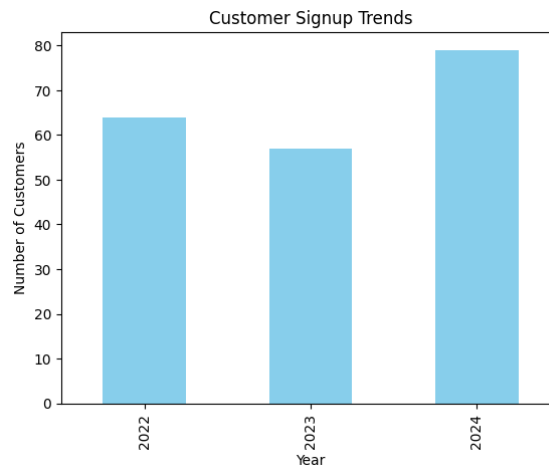
## Customer Distribution by Region:

We can observe from the distribution below that South America has the highest customer count, and Asia has the least customer count.



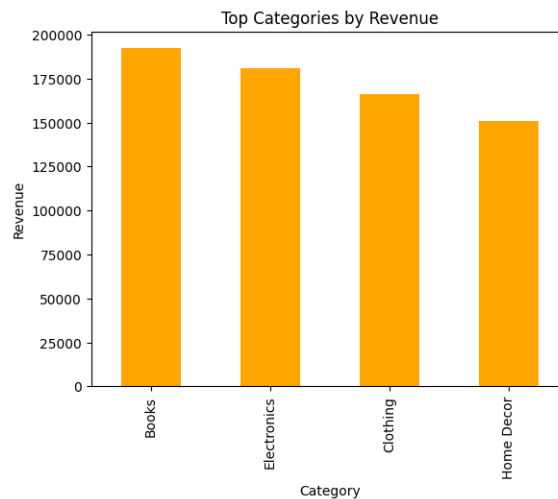
## Customer Signup Trends:

We can observe that in 2024 , the highest number of customers signed up and the least in 2023.



## Top Product Categories by Revenue:

The category that generates the highest revenue is books and the category that generates the least revenue is home decor.



### Monthly Sales Trends:

We see that there is no regular rise or fall over time, there are several irregularities over time.



### Region-wise Revenue:

We can observe that South America generates the highest revenue and Asia generates the least.

