

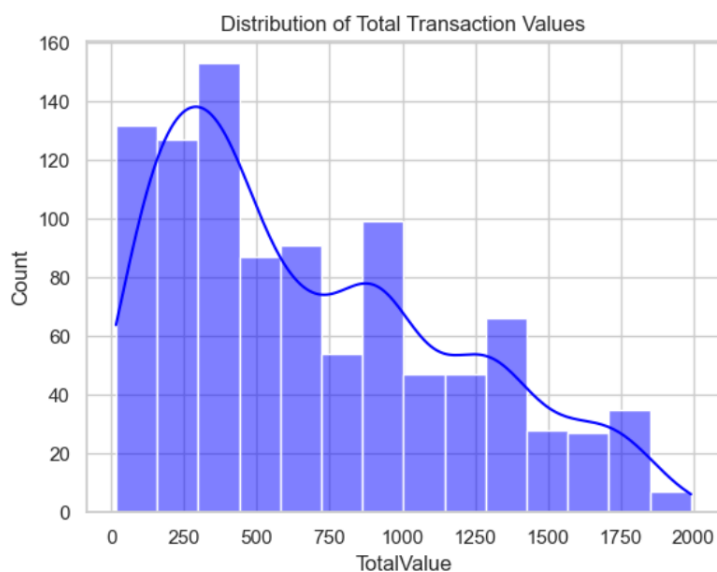
A report on

5 Business insights from the EDA

1. Customers are almost evenly distributed across regions. However, Asia and South America have slightly higher customer counts compared to Europe and North America, indicating potential for region-specific strategies.



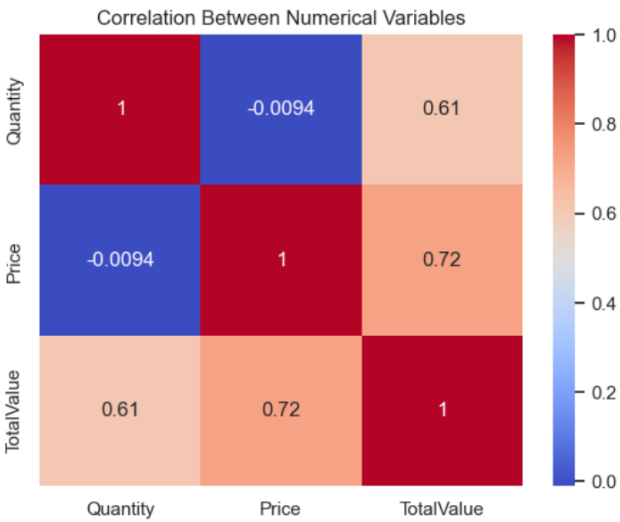
2. Histogram indicates that the majority of transaction values fall within the range of \$250–\$750, with a gradual decrease for higher transaction amounts. High-value transactions (\$1500–\$2000) are significantly less frequent.



3. South America has the highest total transaction value (\$219,352.56), indicating strong customer purchasing power in this region. Asia and North America follow closely, while Europe contributes the least.

```
Region
Asia      152074.97
Europe    166254.63
North America 152313.40
South America 219352.56
Name: TotalValue, dtype: float64
```

4. There is a strong positive correlation (0.72) between Price and TotalValue, showing higher-priced items significantly influence total transaction values. Quantity also correlates positively (0.61) with TotalValue.



5. Monthly sales show fluctuating trends, with peak performance in January and July. This may indicate seasonal demand or promotional campaigns.

