

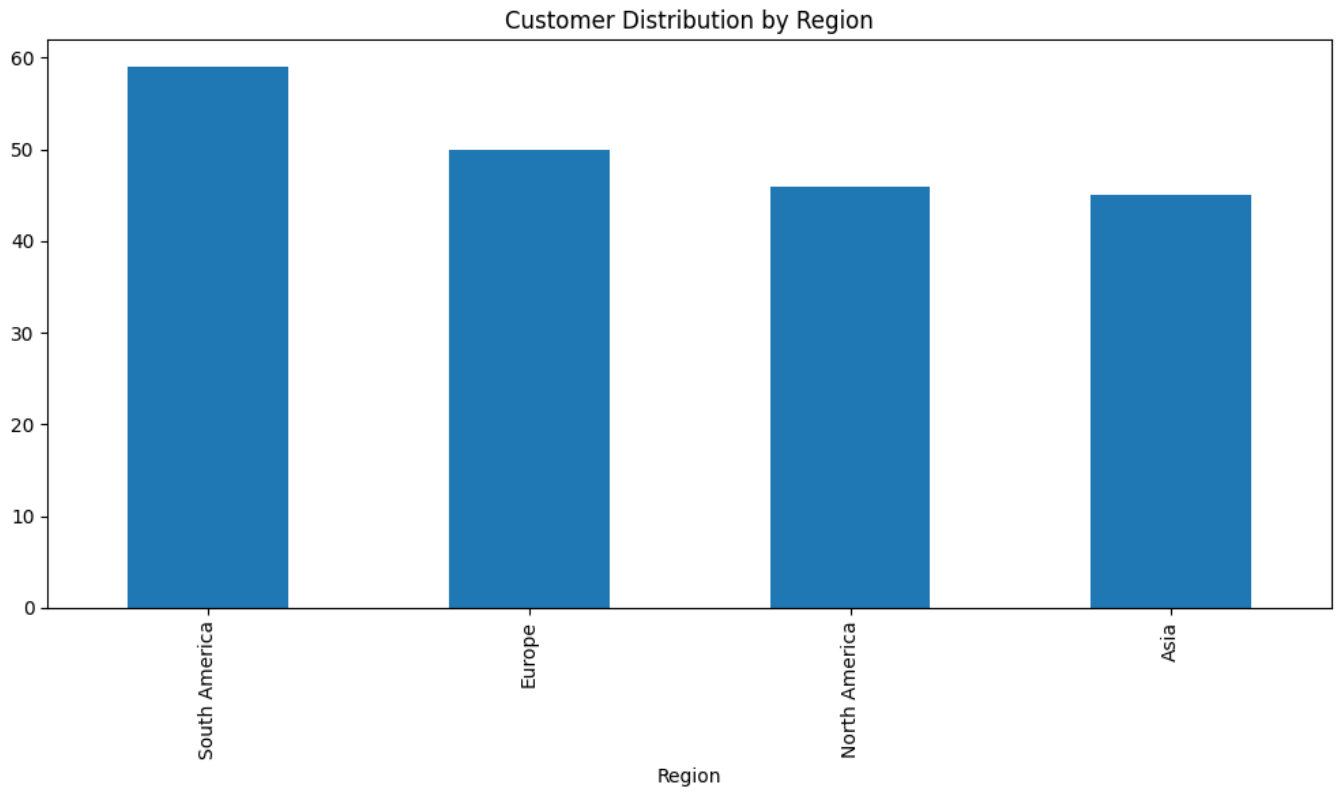
Exploratory Data Analysis Report

Business Insights

1. Regional Market Penetration: South America and North America dominate our customer base, suggesting potential market expansion opportunities in Asia and Europe.
2. Product Category Performance: Electronics and Home Decor categories show highest total transaction value, indicating strong consumer interest and potential for targeted marketing strategies.
3. Customer Engagement Patterns: There's significant variation in transaction frequencies, with a small percentage of customers making frequent purchases. This suggests an opportunity for loyalty programs and targeted retention strategies.
4. Seasonal Trends: Transactions show periodic spikes, potentially indicating seasonal buying patterns or successful marketing campaigns that could be replicated.
5. Product Price Segmentation: Wide range of product prices (from \$16 to \$500) indicates diverse product portfolio catering to different customer segments and purchasing power.

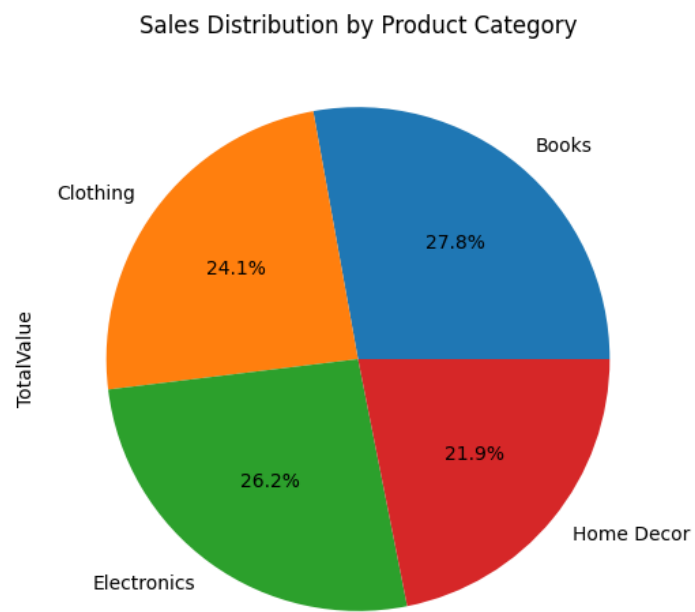
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Region Distribution



Exploratory Data Analysis Report

Category Sales



Exploratory Data Analysis Report

Transaction Frequency

