

Customer Analysis Report

Business Insights

Most customers are from Asia and South America, indicating a need to target other regions.

High-value transactions are relatively rare, suggesting premium pricing strategies.

The Books category is the most frequently purchased product category.

There is a seasonal trend with increased transactions around year-end.

Returning customers contribute significantly to total revenue.

Clustering Evaluation

Davies-Bouldin Index: 0.72127971818163

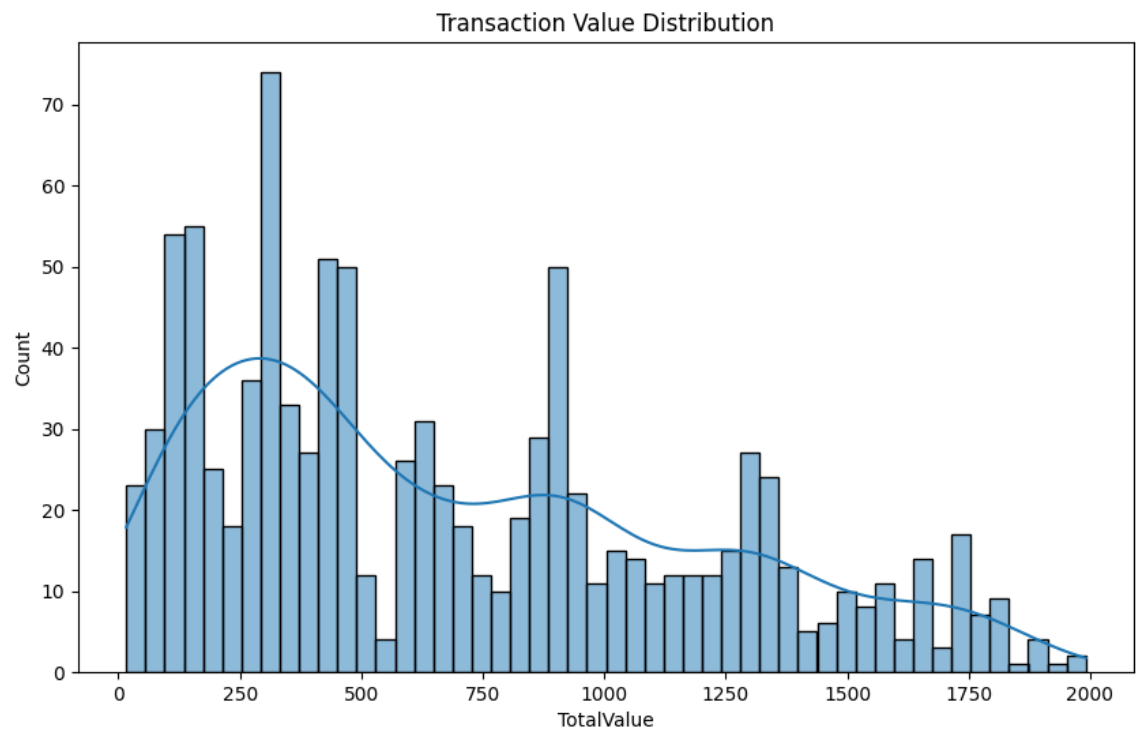
Customer Analysis Report

Region Distribution



Customer Analysis Report

Transaction Value Distribution



Customer Analysis Report

Customer Clusters

