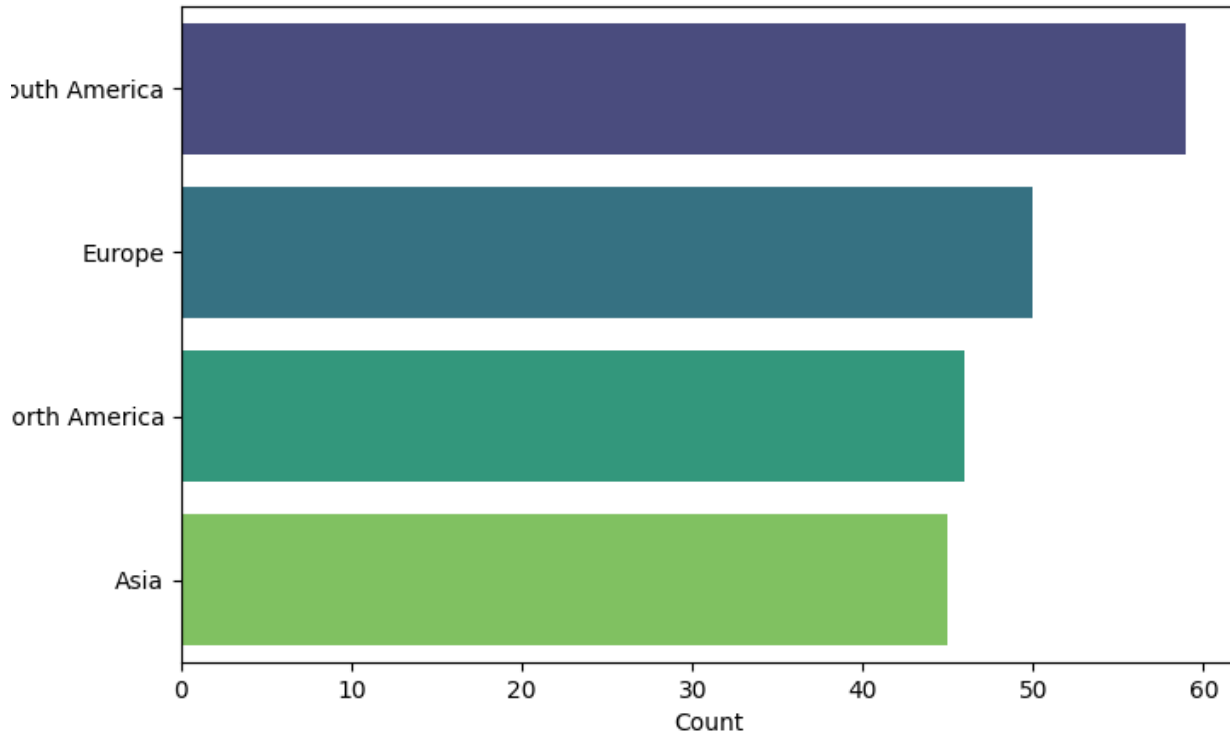


Business Insights Report

1. The majority of customers come from a few key regions, indicating potential targeted marketing opportunities.
2. A small set of products account for the majority of sales, suggesting a focus on these high-performing items.
3. Transaction volume has seasonal trends, which can inform inventory planning and promotional activities.
4. A few customers contribute disproportionately to revenue, highlighting the need for VIP customer engagement strategies.
5. Customers who buy from specific product categories tend to make repeat purchases, which can guide personalized marketing.

EDA Visualizations

Customer Distribution by Region



Top 10 Selling Products

