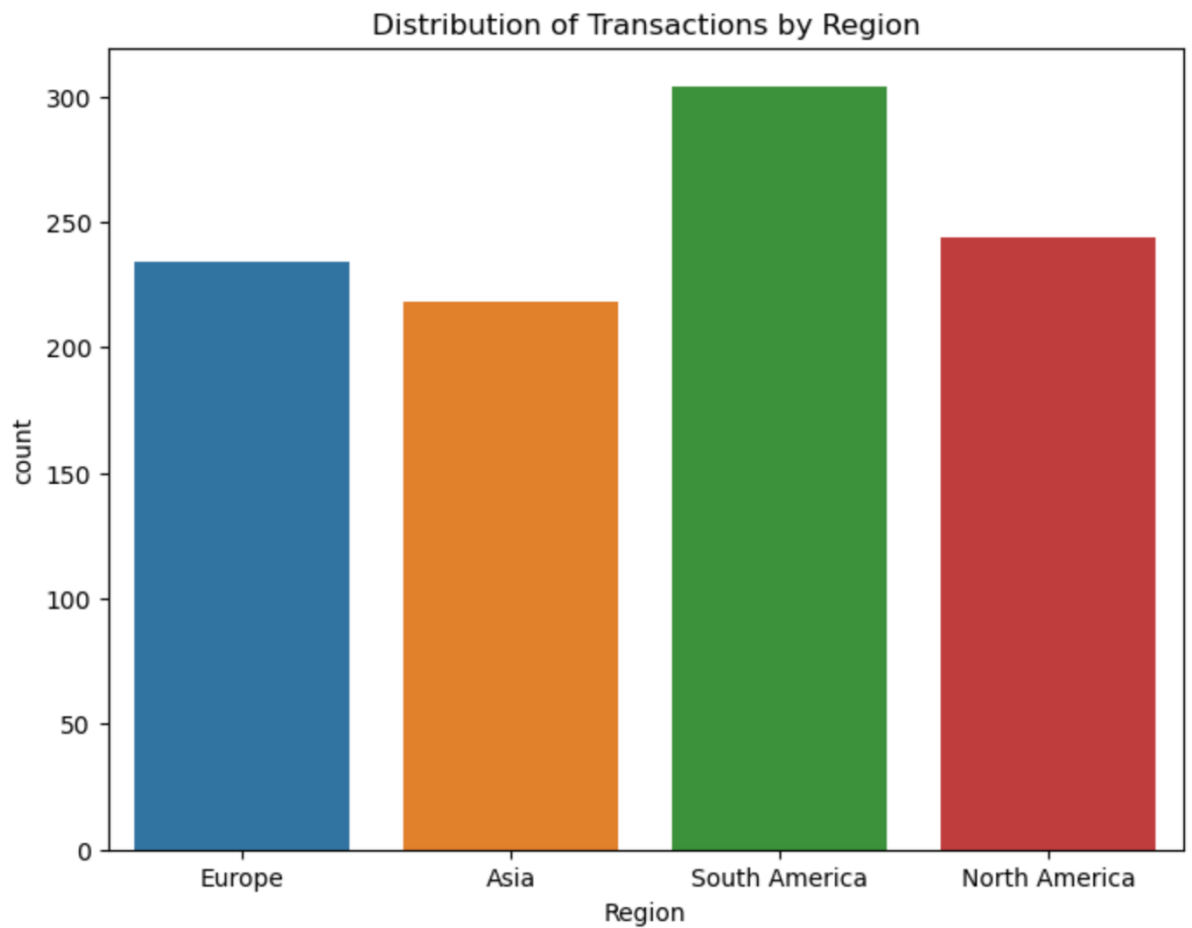
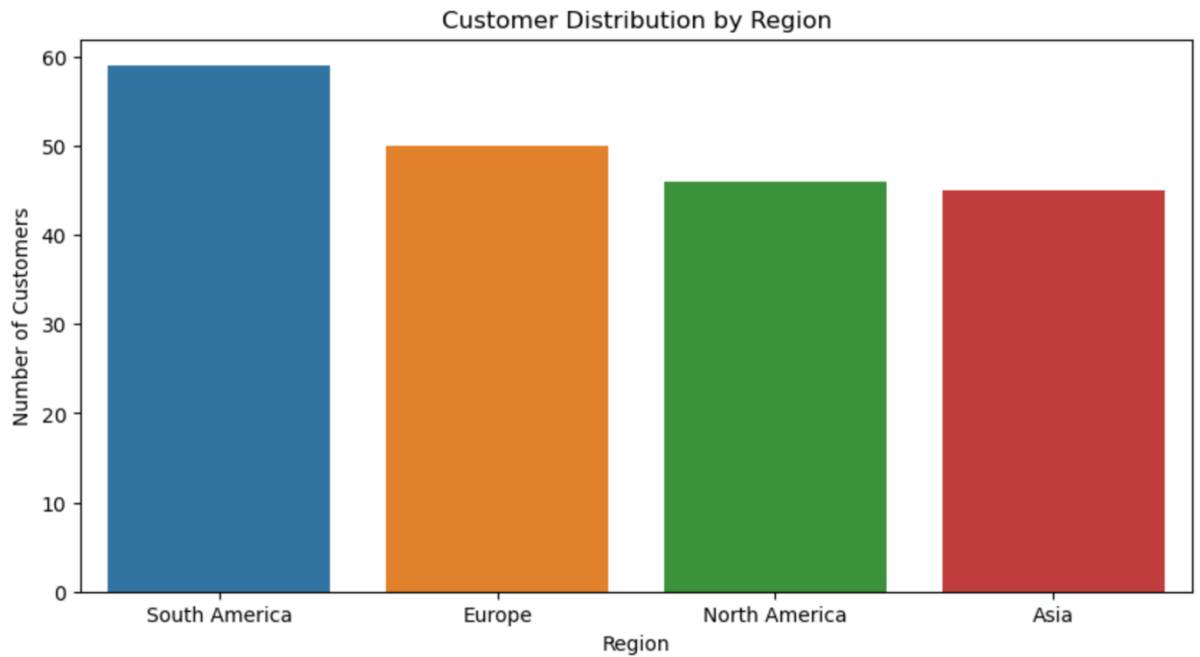


Business Insights

1. South America has the highest transaction volume, indicating a key market.as the graph shows both distribution of transaction by region and distribution of customers region.

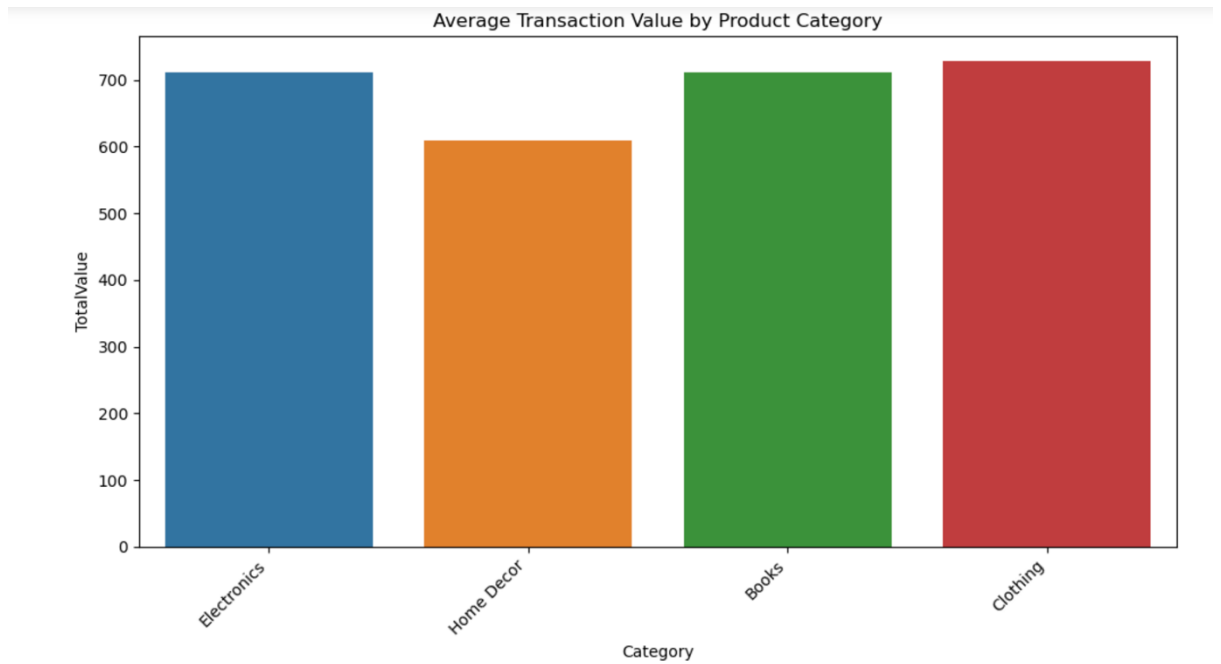




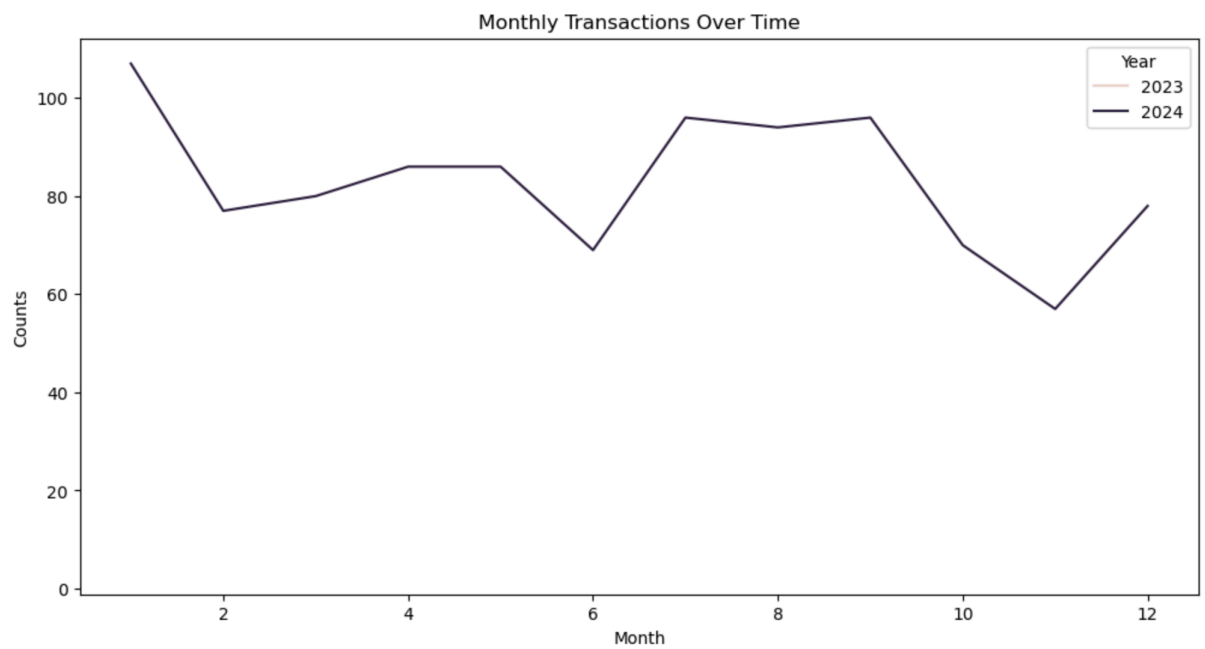
2. Electronics and Clothing categories contribute significantly to overall revenue.

	ProductID	TotalValue	ProductName
0	P029	19513.80	TechPro Headphones
1	P079	17946.91	ActiveWear Rug
2	P048	17905.20	TechPro Cookbook
3	P020	15060.92	ActiveWear Jacket
4	P062	14592.24	HomeSense Novel

As we can see top products in sales are given in the table above, all the five products are electronics and clothing's
 And also average transaction value of product category is given in the below in the graph



3. Average transaction value tends to increase during the holiday season as we can see the line graph showing the monthly transactions from the customers
it clearly shows that the average transaction value are high in festival seasons



4. Customers who purchase high-value products tend to have higher customer lifetime value.