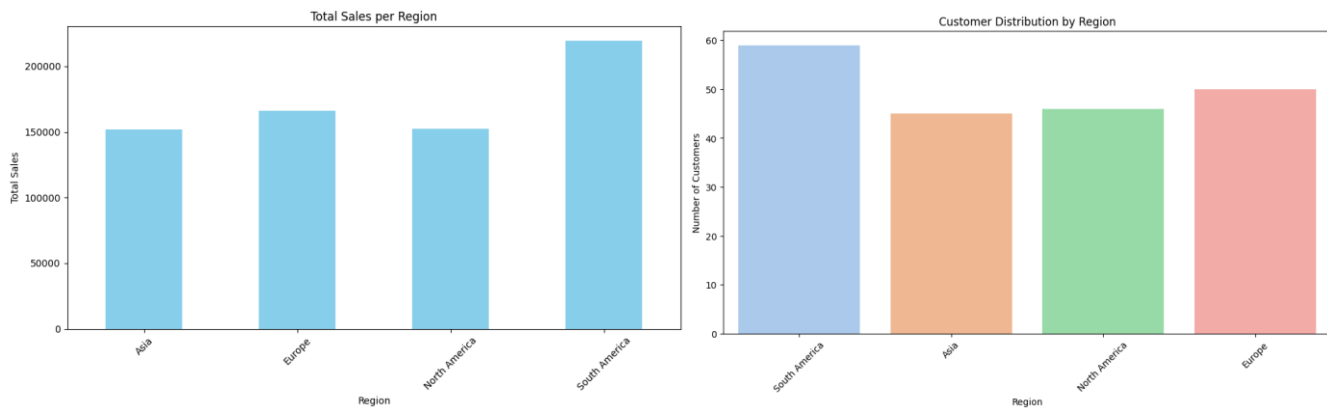
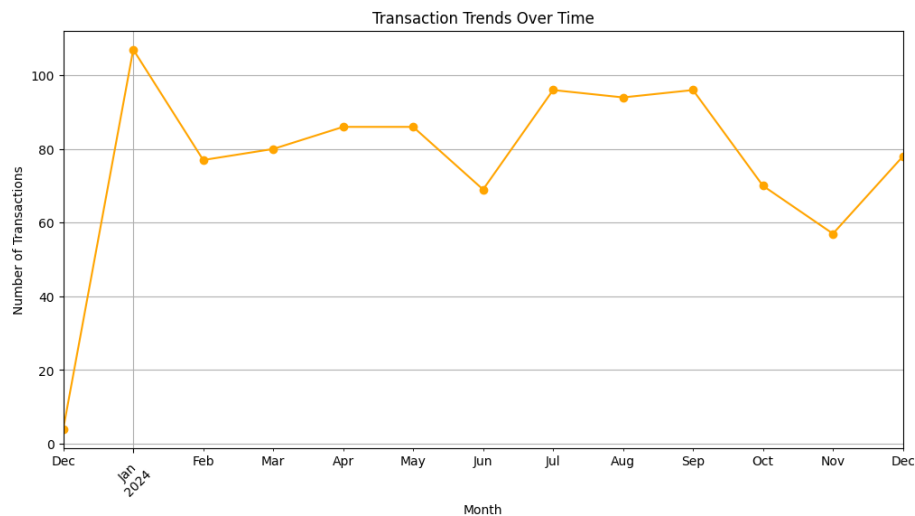


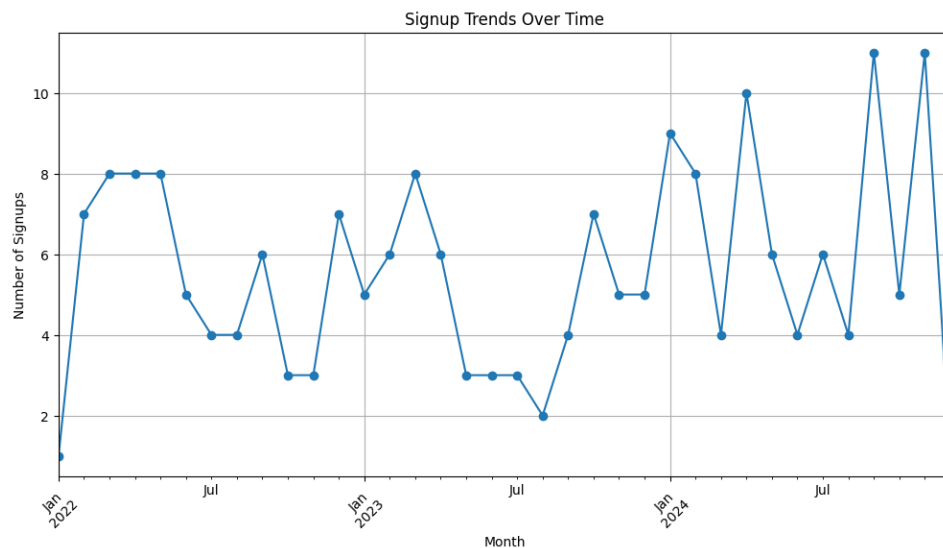
- South America generated the highest sales (₹219,352.56), followed by Europe and North America. Sales are constant for other regions. And most customers are from South America(59), followed by other regions. Sales and Customer distribution are highly positively correlated.



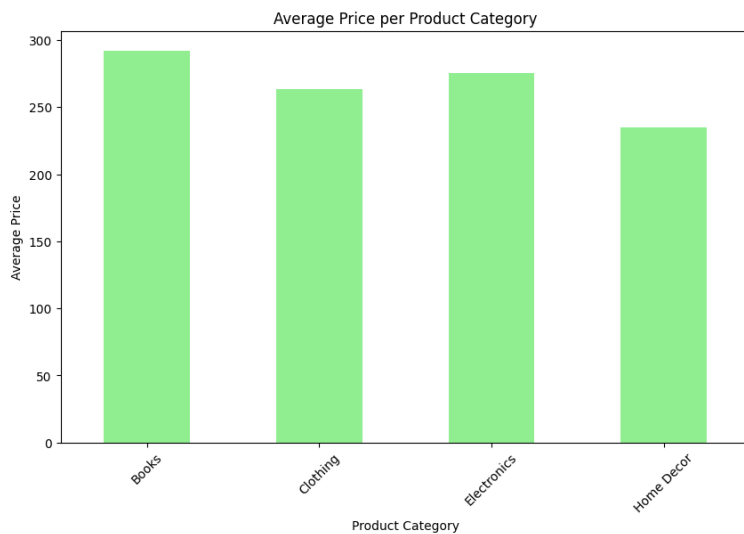
- Most transactions occurred in January 2024 (107), with a significant dip in November 2024 (57). Average order value is Rs.690.0



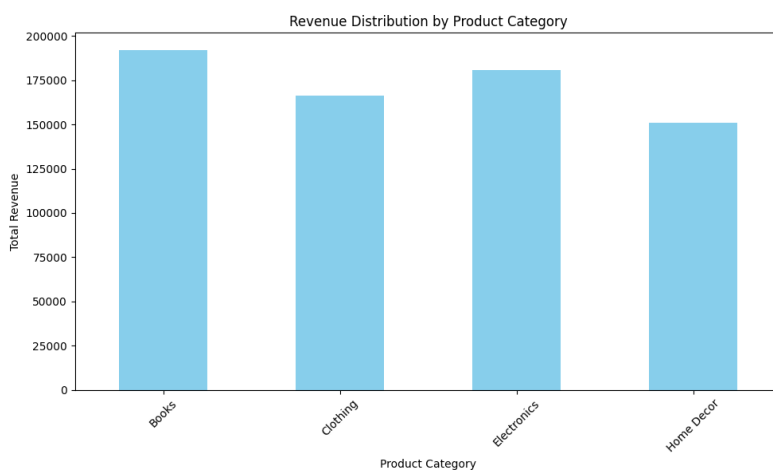
- There is seasonality in sign up trends. We see a spike in sign up during festive season. Spikes during Feb and Nov-Dec. This trend is also different from transaction trend.



- The datasets includes 200 customer records (df1) with no duplicates or missing values, requiring datetime conversion for signup dates; 100 product records (df2) with prices ranging from ₹16.08 to ₹497.76 (mean: ₹267.55); and 1,000 transaction records (df3) with total values ranging from ₹16.08 to ₹1991.04 (mean: ₹689.99), all without duplicates or missing values. One customer (C0180) hasn't made any transaction.
- Books are the highest-priced category on average (₹292.21), while Home Decor is the cheapest (₹235.02). Product categories are evenly distributed: Books (26), Electronics (26), Clothing (25), and Home Decor (23).



- Electronics and Clothing may generate more revenue despite their moderate quantities sold, signaling higher margins in these categories.



- Top high spending customers are from Europe , Asia and North America despite higher number of Customers in South America. And they have bought mostly clothing and books.

10 High-Spending Customers with Regions and Product Categories:

CustomerID	CustomerName	Region	TotalValue	Categories
C0141	Paul Parsons	Europe	10673.869999999999	['Books', 'Clothing', 'Clothing', 'Home Decor', 'Electronics', 'Books', 'Clothing', 'Home Decor', 'Clothing', 'Electronics']
C0054	Bruce Rhodes	Asia	8040.389999999999	
C0065	Gerald Hines	North America	7663.7	['Books', 'Home Decor', 'Home Decor', 'Home Decor', 'Home Decor', 'Books', 'Electronics', 'Home Decor', 'Books', 'Home Decor']
C0156	William Adams	North America	7634.45	
C0082	Aimee Taylor	South America	7572.91	['Books', 'Books', 'Books', 'Books', 'Electronics', 'Clothing', 'Clothing', 'Clothing', 'Electronics', 'Electronics', 'Clothing']
C0188	Anna Ball	South America	7111.320000000001	
C0059	Mrs. Kimberly Wright	North America	7073.28	['Electronics', 'Electronics', 'Electronics', 'Books', 'Clothing', 'Home Decor', 'Books', 'Clothing']
C0028	Jennifer Pena	Asia	6819.57	
C0099	Rodney Eaton	South America	6715.72	['Home Decor', 'Books', 'Electronics', 'Clothing', 'Home Decor', 'Home Decor', 'Home Decor', 'Electronics']
C0165	Juan Mcdaniel	South America	6708.1	

