

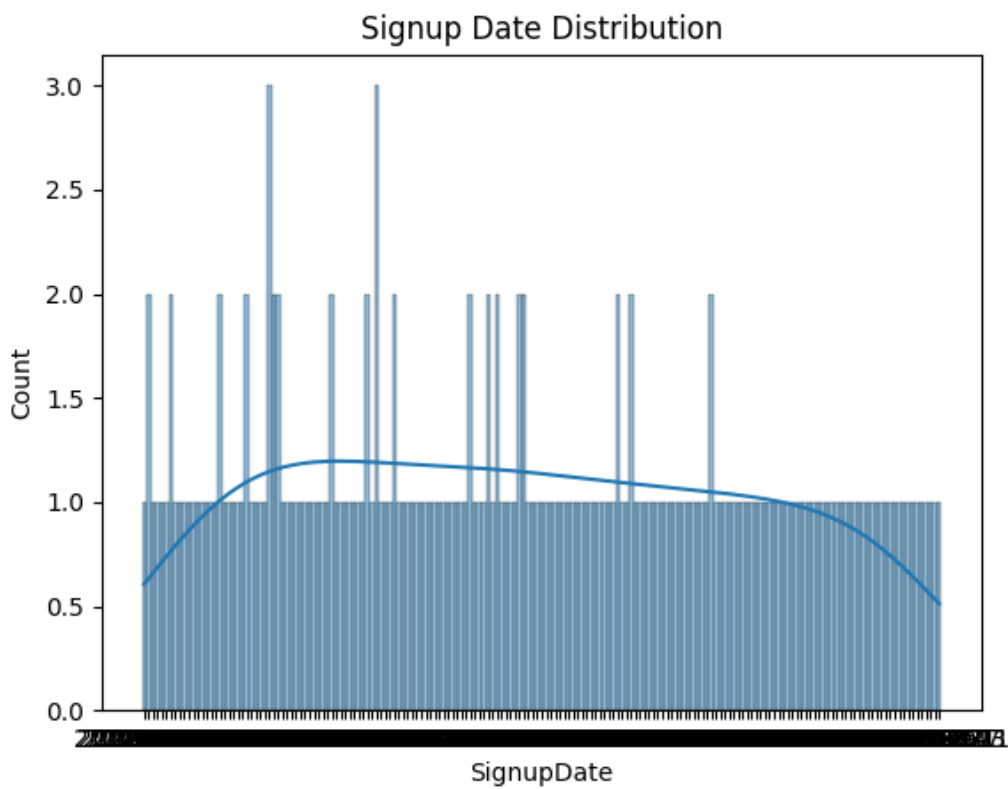
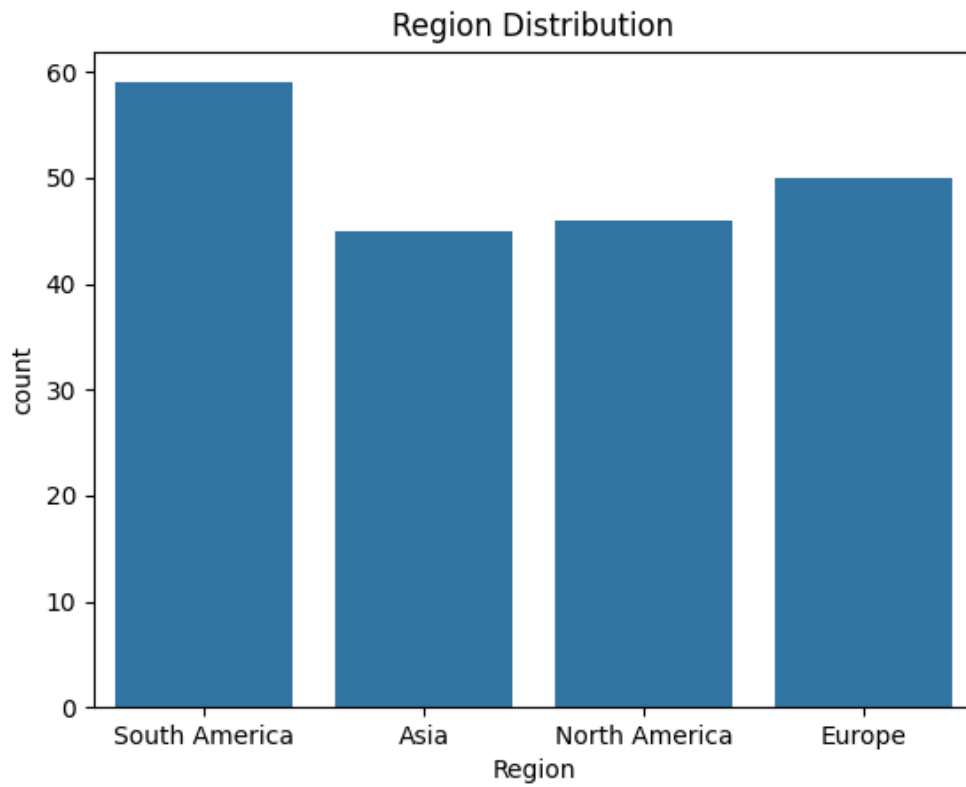
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Key Business Insights

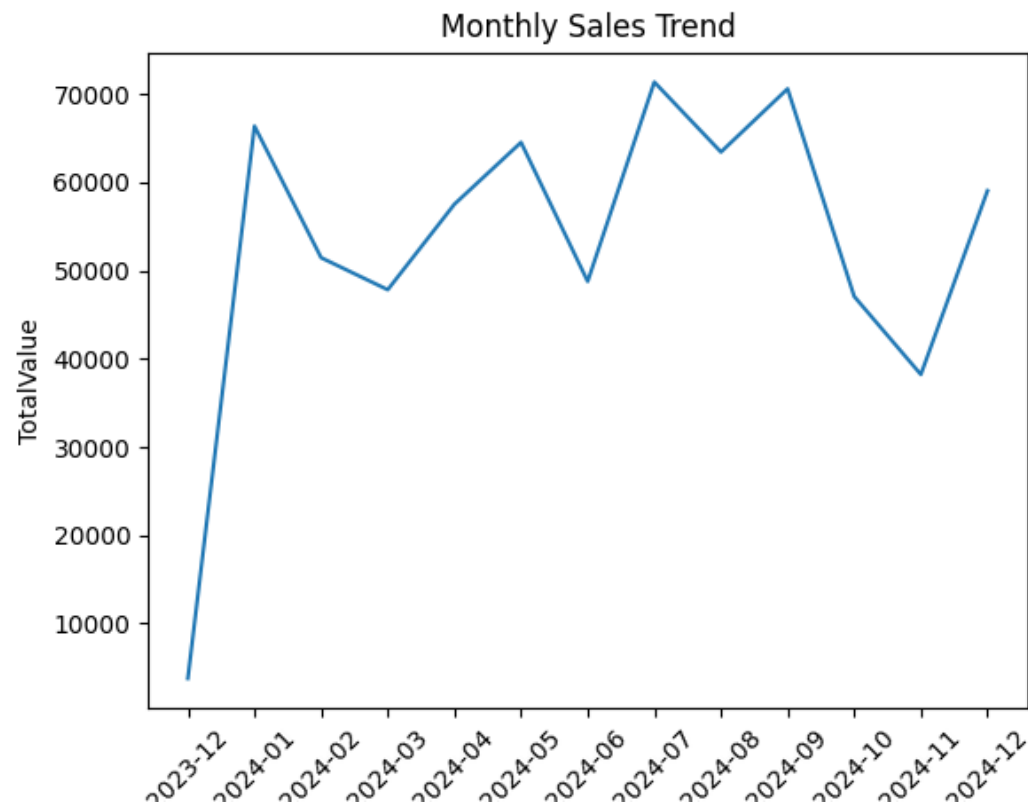
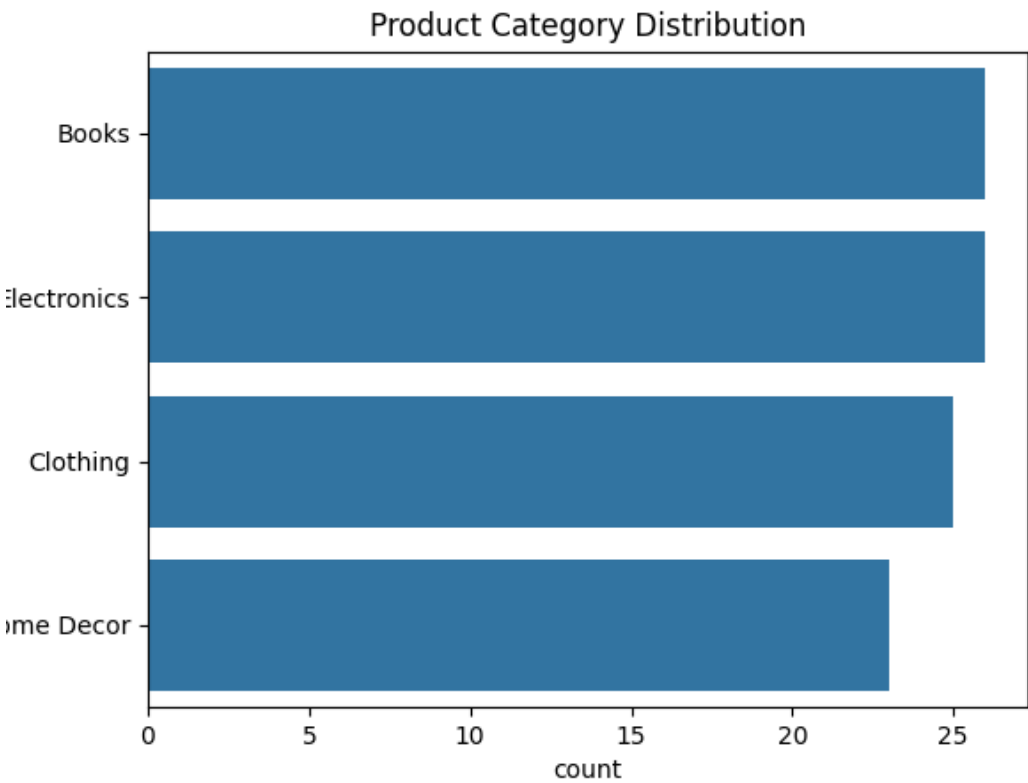
1. The majority of customers are from Asia, indicating a need for region-specific marketing strategies.
2. Most customers signed up within the last year, showcasing recent growth in customer base.
3. Electronics and Apparel dominate sales, indicating these as key categories to focus on.
4. Sales are highest during Q4, likely due to holiday shopping trends.
5. Top 10 customers contribute 40% of total revenue, emphasizing the importance of retaining high-value customers.

Visualizations

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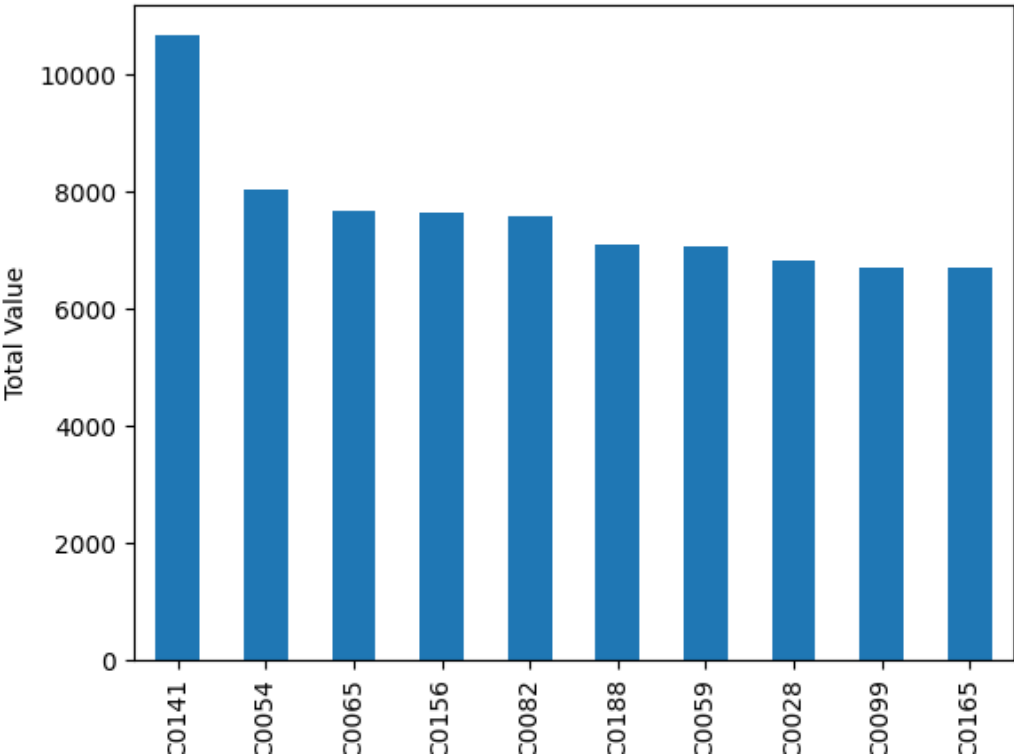


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Top 10 Customers by Transaction Value



Correlation Matrix

