

Business Insights

Customer Insights

1. Customer Distribution by Region:

- South America has the highest number of customers (59), followed by Europe (50), North America (46), and Asia (45).

2. Customer Signup Trends:

- The number of customer signups has been increasing over the years, with the highest number of signups in 2024 (79).

3. Top 100 Customers:

- The top 100 customers are predominantly from South America (36), followed by Europe (23), North America (21), and Asia (20).

Product Insights

1. Popular Product Categories:

- The most popular product categories are Books and Electronics, each with 26 products, followed by Clothing (25) and Home Decor (23).

2. Product Price Distribution:

- The prices of products vary widely, with a significant number of products priced between \$100 and \$400.

3. Top Product Categories by Spend:

- The top 100 customers spend the most on Books (\$138,928.97), followed by Electronics (\$131,348.05), Clothing (\$121,722.95), and Home Decor (\$99,538.45).

Transaction Insights

1. Monthly Transaction Trends:

- The total transaction value fluctuates monthly, with peaks observed in January, July, and September 2024.

2. Top Customers by Total Spend:

- The top 10 customers have a total spend ranging from \$6,708.10 to \$10,673.87.

3. Product Categories Sold in Each Region:

- South America leads in the number of products sold across all categories, followed by North America, Europe, and Asia.

Correlation Insights

1. Category Correlation:

- There is a weak positive correlation between the sales of Books and Clothing (0.06), indicating a slight tendency for customers who buy Books to also buy Clothing.

- Electronics and Home Decor have a weak negative correlation (-0.04), suggesting that customers who buy Electronics are less likely to buy Home Decor.