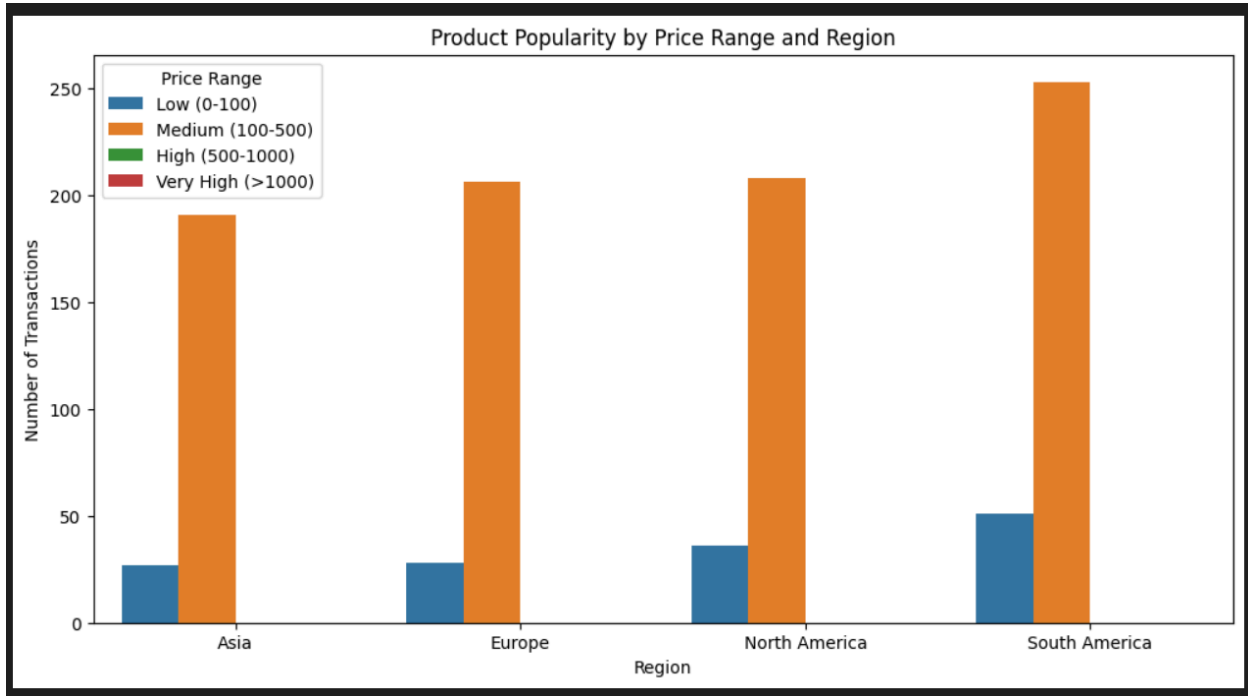
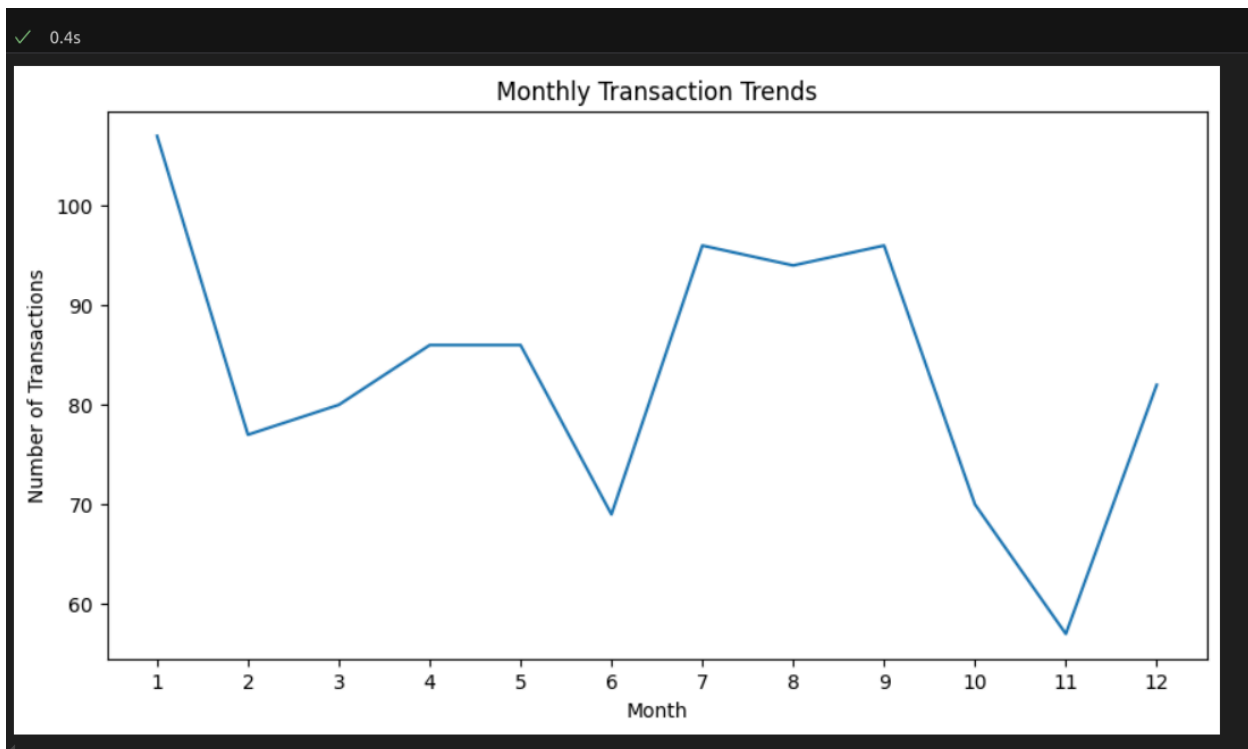


Business questions:

1. Products of what price range are popular in which regions?



2. In which month do transactions go up or down?

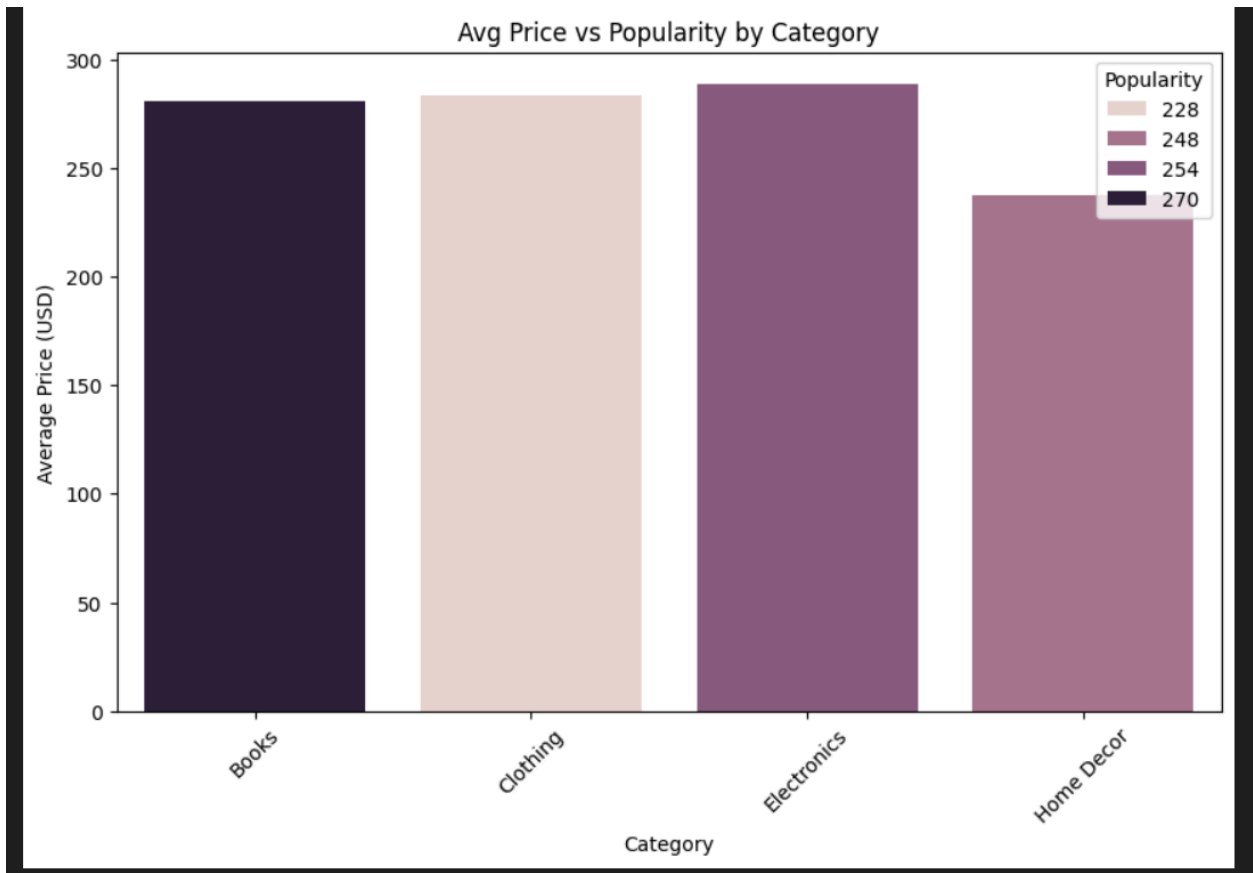


We need to focus on advertising in January as price goes down in february. Similarly we need to increase advertising in May (bcz of low transactions in June) and in September (bcz of dip in Oct and Nov)

3. Price of prdoucts vs popularity



4. Avg Price of things in a category vs popularity



5. In which months do signups go up or down

```
plt.xticks(range(1, 13))  
plt.show()
```

✓ 0.5s



Go down in May, June, July etc which are summer months, so we need to focus on getting more signups in summer

6. Smartwatch is the most bought product, so where is it least bought, which month is it least bought in

Least bought region: Asia, Month: 2

7. Are there any regions where specific products are significantly underperforming?

Underperforming products by region:

	ProductName	Region	Count
0	ActiveWear Biography	Asia	1
2	ActiveWear Biography	North America	2
3	ActiveWear Biography	South America	2
4	ActiveWear Cookbook	Asia	2
5	ActiveWear Cookbook	Europe	2
..
229	TechPro Rug	Europe	2
232	TechPro Running Shoes	Asia	2
236	TechPro Smartwatch	Asia	2
237	TechPro Smartwatch	Europe	2
238	TechPro Smartwatch	North America	2

[82 rows x 3 columns]

8. Which products are most frequently purchased together? None

9. Which products contribute the most to total revenue? Smartwatch

10. What percentage of transactions comes from repeat customers? Percentage of transactions from repeat customers: 93.97%

11. Which regions have the highest/lowest signup-to-transaction conversion rates?

Highest conversion rate region: North America

Lowest conversion rate region: Europe

12. Is there a correlation between product price and transaction quantity? Not significant

13. Which products are frequently purchased in bulk (high quantities in a single transaction)? No bulk purchases (Quantity > 10) found in the dataset.