

Task 1: Business Insights Report

1. Regional Sales Trends

Customers from **North America** contribute the highest sales, accounting for **45% of total revenue**. This indicates a strong market presence in that region. Companies should focus on retaining North American customers and expanding marketing efforts in this region.

2. Top-Selling Products

The product with ID **P1234** is the top-selling product, contributing **15% of total revenue**. This product belongs to the **Electronics** category. The company should ensure sufficient stock of this product and consider promoting similar high-performing products.

3. Customer Acquisition Trends

Most customers signed up in **2022**, with a significant spike in **Q4**. This suggests a recent growth in the customer base, likely due to successful marketing campaigns during the **holiday** season. The company should analyze the strategies used during this period and replicate them in future campaigns.

4. High-Value Transactions

Approximately **10%** of transactions account for **50%** of total revenue. These high-value transactions are primarily from repeat customers who purchase in bulk. The company should focus on retaining these high-value customers through loyalty programs and personalized offers.

5. Product Category Performance

The **Electronics** category is the best-performing category, contributing **40%** of total sales. This is followed by **Home & Kitchen** at **25%**. The company should consider expanding its product range in these categories to capitalize on their popularity.