

Business Insights Report

1. The majority of customers are from the Asia and Europe regions, indicating strong demand in these areas.
2. Product categories like Electronics and Apparel dominate sales, with high-value products contributing significantly.
3. Sales peak during holiday months such as November and December, suggesting seasonal purchasing trends.
4. A few high-priced products contribute disproportionately to the total revenue, emphasizing the importance of premium offerings.
5. Customers who have signed up recently (within the last year) show a higher transaction frequency, indicating effective engagement strategies.