

Business Insights Report

1. South America has the highest number of customers, indicating strong regional performance.
2. Electronics and Books are the top two product categories, driving a significant portion of sales.
3. Transaction activity peaks during the months of November and December, suggesting a holiday season boost.
4. Product prices are mostly under \$500, with a small percentage of premium products priced above \$1000.
5. Most transactions involve a quantity of 1, indicating a preference for single-item purchases.