

Business insights

1. Some product categories are bought way more than others.

Top selling product categories are

- **Books:** 681 units sold
- **Home Decor:** 639 units sold
- **Electronics:** 627 units sold
- **Clothing:** 590 units sold

These numbers indicate the most **popular product categories** based on the total number of purchases.

2. South America is the company's leading market, accounting for the most overall revenue (\$219,352) and average transaction value (\$721.55). This greatly surpasses other regions, indicating successful market penetration and potential best practices that might be replicated in other regions, particularly Asia, which has the fewest transactions.

3. **Customer Purchasing Behavior:** On average, customers make 5 transactions totaling \$3,467. Customer value varies significantly, with the highest spenders reaching \$10,673 and the lowest at \$82.36. This broad range indicates a potential for targeted marketing to convert low-value clients into higher-value categories.

4. **Seasonal Revenue Patterns:** In 2024, July and September were the best-performing months, bringing in over \$70,000 apiece. This suggests robust seasonal peaks in the middle of the year and early autumn. To take advantage of these times of strong revenue, the company should plan its marketing and inventories.

5. **Effectiveness of Price Range:** Surprisingly, luxury goods have the largest unit sales (663 units) and dominate revenue creation (\$291,952). This shows that the client group has significant spending power and appreciates high-end products, which runs counter to conventional price-demand connections. The company ought to think about increasing the range of premium goods it sells.