

Business Insights Report

1. Transaction Statistics: Average transaction value is ~\$690, with a maximum of ~\$1991.
2. Regional Sales: South America leads in sales (~\$219,353), followed by Europe.
3. Top Products: ActiveWear Smartwatch generated ~\$39,097, the highest among all products.
4. Monthly Trends: January 2024 recorded the highest sales (~\$66,376).
5. Top Customers: Paul Parsons is the top spender, with ~\$10,674 in purchases.

Business Insights Derived from EDA:

1. Sales Performance by Region:

South America is the leading region with the highest sales of ~\$219,353, followed by Europe, Asia, and North America. This suggests a strong customer base and demand in South America, presenting an opportunity to further expand in this region.

2. Top Products Driving Revenue:

The **ActiveWear Smartwatch** is the best-selling product, generating ~\$39,097 in revenue, followed by **SoundWave Headphones** and **SoundWave Novel**. These products are critical to the company's revenue, indicating a focus area for promotions or inventory optimization.

3. Customer Loyalty:

Paul Parsons is the top customer with a total purchase value of ~\$10,674. The top 5 customers collectively contribute significantly to overall sales, highlighting the importance of cultivating customer loyalty programs.

4. Seasonal Sales Trends:

Sales peaked in January 2024 at \$3,770), suggesting potential for targeted campaigns to boost end-of-year performance.

5. Product Pricing and Quantity Trends:

The average transaction value is ~\$690, and the average product price is ~\$273. Customers tend to purchase ~2.5 items per transaction, pointing to opportunities for bundling or upselling strategies to increase order sizes.