

## **BUISNESS INSIGHTS:**

### **1. Regional Revenue Distribution:**

South America leads in revenue generation with over \$219,352.56, followed by Europe with \$166,254.63. This suggests targeted marketing in these regions.

### **2. Customer distribution by Region:**

South America is largest customer base. Meanwhile, Asia (22.5%) could use some targeted campaigns to catch up.

### **3. Top Customers:**

Customer C0141 is the highest spender, contributing \$10,673.87. Personalized engagement with such customers can boost retention.

### **4. Monthly Sales Effect:**

Sales peaked in July 2024 with \$71,366.39, showing seasonality and potential for seasonal campaigns. The median transaction value is \$588.88, with most values concentrated between \$295.29 and \$1,011.66.

### **5. Customer Retention:**

An impressive 94% of customers are repeated buyers. A loyalty program could sweeten the deal and boost retention even further.

### **6. Premium Products Pay Off:**

Big-ticket items like the ActiveWear Smartwatch and TechPro gadgets are driving serious revenue. Focusing on premium product lines can keep the cash flowing.