

Business Insights

- **Regional Distribution:** South Africa leads in customer base, followed by Europe and North America. Asia has the smallest customer base. Focusing on South Africa and North America might be beneficial for sales strategies.
- **Top-Selling Products:** Products in the tech and activewear categories dominate, with items like **TechPro Headphones** and **ActiveWear Rug** driving sales. The company should consider expanding its tech and activewear ranges.
- **Sales By Product Category:** **Books** are the highest-grossing category, followed by **Electronics** and **Clothing**. Investing in electronics and books could yield high returns.
- **Regional Sales Distribution:** South Africa has the highest sales, followed by Europe and North America. Tailored marketing campaigns for these regions could boost sales further.
- **Price and Total Value Correlation:** There is a strong positive correlation (0.72) between **Price** and **Total Value**, suggesting that higher-priced items generate more sales value. The company might increase prices for high-demand products to boost revenue.