

# Business Insights

## 1. Most Purchased Product Categories:

The "Books" category has the highest share from the products category pie chart. Businesses should focus on stock availability and marketing for books to keep up with the demand.

## 2. Revenue Contribution by Region:

The bar chart shows that "South America" contributes the most to total revenue by region. Increasing in product supply to the region more could lead to increase in the profits.

## 3. Underperforming Regions:

Regions like "North America" and "Asia" have very few customers compared to other regions. By introducing region specific products and advertising more these regions performance could improve.

## 4. Customer Distribution by Region:

The regions like "South America" and "Europe" have significant changes in the number of customers. Using these insights the product supply and catering to the customers can be understood in much deeper way .

## 5. Top 10 Customers:

Analysis of top customers shows that a small set of customers impact a lot. Personalized programs or exclusive offers could help retain these key customers and encourage purchases.