

## Business Insights

### **1.Regional Customer Distribution:**

The majority of customers belong to South America, contributing significantly to overall sales. This region could be a key target for marketing campaigns.

### **2.Top-Performing Products:**

Products like Active-wear Smartwatch, SoundWave Headphones and SoundWave Novel generate the highest revenue. These items should be prioritized for inventory management and promotional offers.

### **3.Seasonal Trends in Sales:**

Sales exhibit a significant peak during January,May,July and September. Marketing efforts should align with these months to maximize revenue.

### **4.Customer Lifetime Value (CLV):**

Most customers have a CLV under 23, but a small percentage contribute disproportionately to revenue. Retaining high-CLV customers can improve profitability.

### **5.Product Category Revenue Contribution:**

Categories like Electronics,Books and Clothing dominate revenue, suggesting these should be focal points for new product launches or discounts.