

Business Insights

Customer Distribution: The number of customers is fairly balanced across regions. South America has the most customers, while Asia, North America, and Europe have similar numbers. This means there may be more opportunities to engage customers in regions like Asia.

Product Price Range: Most products are priced between \$100 and \$200, while products costing more than \$400 are less common. This suggests that most customers prefer mid-priced products.

Sales Trends: Products priced above \$400 make up a large part of the sales value, even though they are less common. These products could be a focus for promotions or special offers to attract high-value customers.

Popular Products: Products like P029, P079, and P048 have the highest sales, meaning they are the most popular. These products should be promoted more or kept well-stocked.

Regional Sales: South America has the most customers, but regions like Europe and North America have similar numbers. To balance the customer base, Asia could be a focus for more marketing and outreach.