Insights:

1. **Customer Distribution**: The majority of customers are concentrated in specific regions, indicating potential markets for targeted marketing campaigns.

2. **Product Category Performance**: Certain product categories significantly outperform others in total sales, suggesting a focus on high-performing categories to maximize revenue.

3. **Seasonal Sales Trends**: Monthly sales trends reveal peak periods, which can inform inventory planning and promotional activities.

4. **Customer Spending Behavior**: The distribution of average transaction values per customer highlights segments with higher spending, indicating opportunities for loyalty programs.

5. **Bestselling Products**: A small subset of products contributes disproportionately to sales, suggesting a need to prioritize these items in marketing and stock management.