

Business Insights:

1. Top-Selling Product:

The best-performing product is "SoundWave Jeans" (Category: Clothing) with a price of \$303.20. This product drives significant sales and should be prioritized in marketing campaigns.

2. Region-Wise Customer Distribution:

South America has the highest customer base (59 customers), followed by Europe (50), North America (46), and Asia (45). Tailored strategies can help target regions with lower customer engagement.

3. Category Revenue Performance:

The Books category generates the highest revenue (\$192,147.47), followed by Electronics (\$180,783.50). Investment in high-performing categories could further boost revenue.

4. Yearly Revenue Trend:

Revenue shows a massive growth from \$3,769.52 in 2023 to \$686,226.04 in 2024, indicating increasing customer engagement or transaction volume.

5. Average Revenue Per Transaction:

The average revenue per transaction is approximately \$690, reflecting strong customer spending per purchase. Maintaining this trend through value-driven offerings is essential.