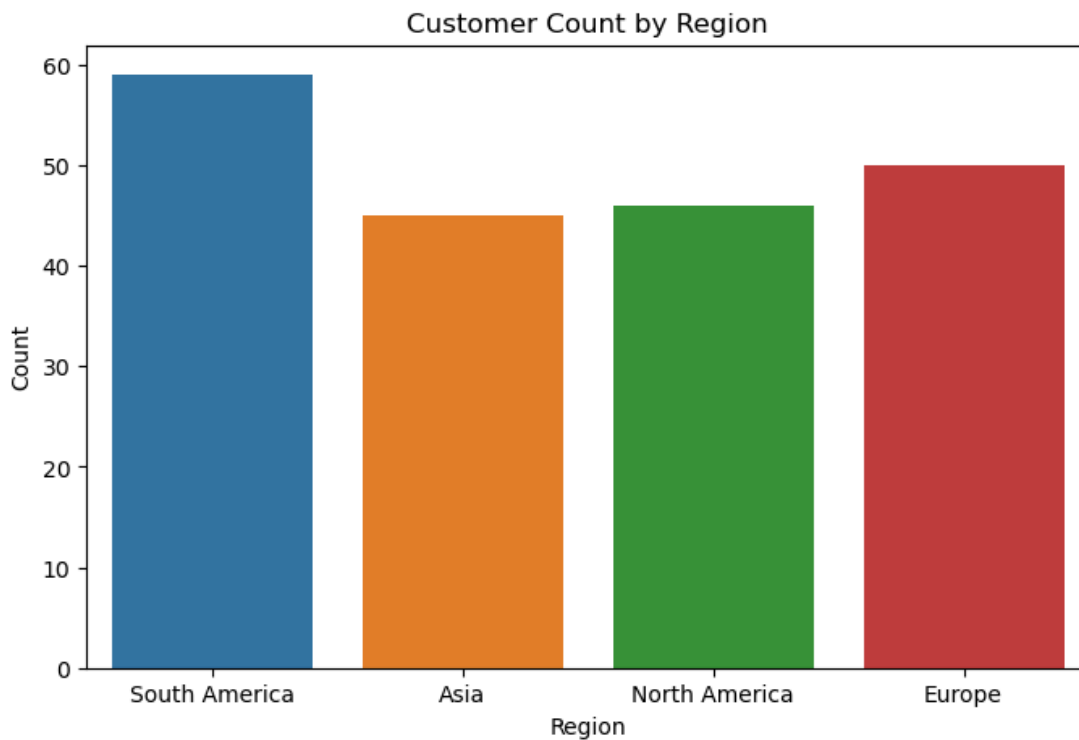


Business Insights Report

STEPS 1: Majority of Customers Are from South America

- **Observation:** The largest number of customers Belongs from South America, Highlighting it as a key market for growth and customer retention strategies.
- **Visualization:**



STEPS 2: Total Revenue Generated

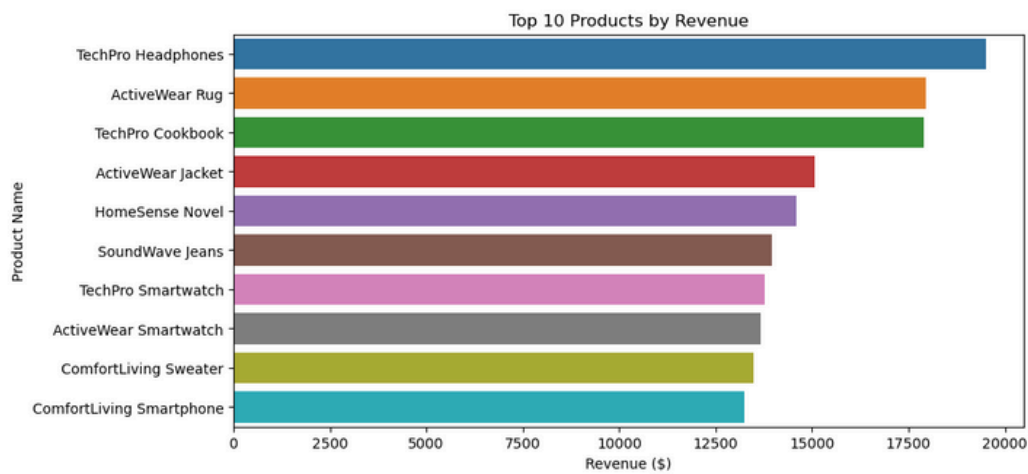
- **Observation:** The total revenue generated is \$689,995.56, providing a benchmark for performance evaluation and future goal setting.

STEPS 3: Revenue is Concentrated Among a Few Products

- **Observation:** A small number of products dominate revenue generation, emphasizing the need to prioritize these products while assessing the long tail of underperformers.
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STEPS 4: Top 10 Revenue Generating Products

- Observation:** The product with the highest revenue is a bestseller, indicating an opportunity to focus marketing efforts and stock on similar products in its category.
- Visualization:**



STEPS 5: Monthly Transaction Peaks

- Observation:** Transactions peaked in a specific month, signaling a seasonal trend. Leveraging this trend with targeted promotions could maximize revenue during these periods.
- Visualization:**

