

## Business Insight Report

1. Total Revenue: The total revenue generated from all transactions is \$689995.56.
2. Top-Selling Products: The most popular product is Product ID P059 with 46 units sold.
3. Customer Contribution: The top customer (Customer ID C0141) contributed \$10673.87 in revenue.
4. Regional Analysis: The region with the highest revenue is South America with \$219352.56 in sales.
5. Monthly Trends: Revenue trends indicate the highest sales occurred in 2024-07.
6. Top Selling product is TechPro Headphones.
7. Most Transaction happened on Jan 2024.