

1. South America is the highest sale Region

South America leads in total sales with \$84,211.82, outperforming other regions despite having similar product pricing. This indicates strong demand or high purchase volumes. Targeting South America could boost revenue further.

2. Books Dominate Across Regions

Books category generates the highest sales in Europe, North America, and South America, with South America contributing \$25,409.46. Expanding book inventories could provide huge profit.

3. High-Value Customers are located in South America and Asia

South America has the most high-value customers (13), followed by Asia (10). These customers significantly impact revenue. Offers for customers in these regions can help retain and grow here.

4. ActiveWear Products Vary in Regional Popularity

Different ActiveWear products dominate sales across regions, such as Smartwatches in North America (\$2,734.32) and Jeans in Asia (\$2,146.45). This suggests regional preference in product types.

5. Average Order Value is Highest in South America

South America has the highest average order value at \$721.55, indicating customers in this region are willing to spend more per transaction. Providing good offers can increase revenue per purchase.