

Business Insights

1. **Top Products by Sales:**
 - **ActiveWear Smartwatch** is the top-selling product with sales of **\$39,096.97**, followed by **SoundWave Headphones (\$25,211.64)** and **SoundWave Novel (\$24,507.90)**.
 - Wearable tech and audio products dominate customer preferences.
2. **Revenue by Region:**
 - **South America** leads with **\$219,352.56**, followed by **Europe (\$166,254.63)** and **North America (\$152,313.40)**.
 - Asia, with comparable customer numbers, has potential for revenue growth.
3. **Popular Categories by Quantity Sold:**
 - **Books** lead in sales with **681 units**, followed by **Home Decor (639 units)** and **Electronics (627 units)**.
 - Indicates diverse customer preferences across product categories.
4. **Monthly Revenue Trends:**
 - Revenue peaked in **July 2024** at **\$71,366.39**, with another high in **January 2024 (\$66,376.39)**.
 - Seasonal trends highlight opportunities to align marketing and inventory.
5. **Customer Distribution by Region:**
 - **South America** has the highest customer count (**59**), followed by **Europe (50)**, **North America (46)**, and **Asia (45)**.
 - Suggests a need to enhance regional marketing to boost sales in Asia and North America.