

Business Insights:

Customer Revenue Contribution:

New customers contribute 50.70% of the revenue, while old customers contribute 49.30%.

Insight: Both new and returning customers play a vital role, so implementing strategies like loyalty programs for retention and targeted marketing to acquire new customers is crucial.

Top Revenue Region:

The region with the highest revenue is South America, contributing a total of \$219,352.56.

Insight: Strengthen marketing efforts and improve product availability in South America to maximize its high revenue potential.

Top Products Performance:

The top 10 products account for a significant portion of total revenue.

Insight: Focus on promoting these high-performing products to drive further revenue growth.

Category Performance:

The Electronics category is the top-performing category in terms of revenue.

Insight: Expanding product lines or introducing complementary products in the Electronics category could drive higher sales and customer interest.

High-Value Transactions in Regions:

Some regions exhibit lower transaction counts but contribute high revenue due to high-value transactions.