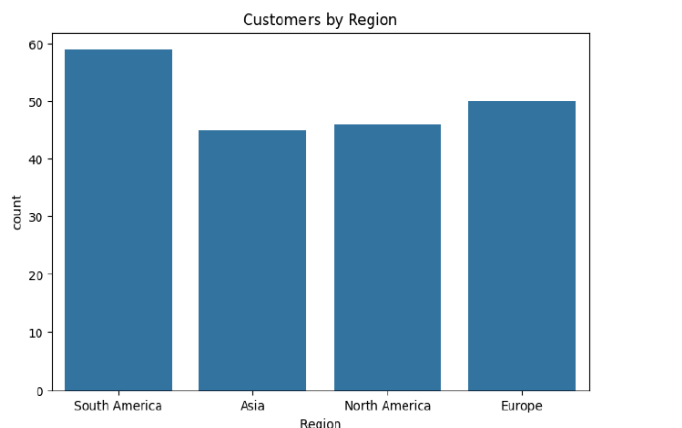
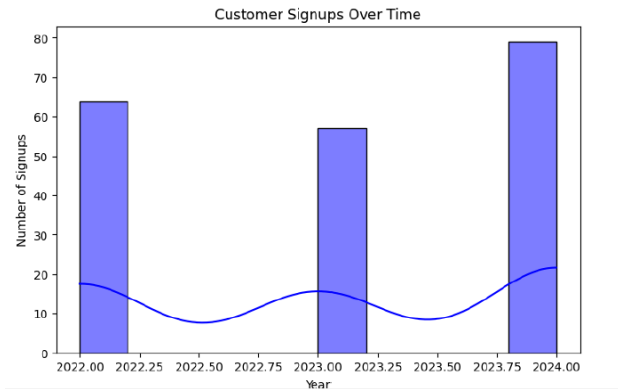


Distribution of Customers and Market Growth

1. Out of 200 clients, South America has the most (59).
2. Lower client numbers in other areas suggest possible growth areas.
3. Revenue might rise with a focused marketing campaign in underrepresented areas (such as Asia and Europe).



Pricing of Products and Customer Preferences

1. The standard deviation is \$143.22, while the average product price is \$267.55.
2. The majority of products (25th to 75th percentile) are priced between \$147 and \$397.
3. While mid-range priced products are preferred by customers, sales of expensive products (\$400+) are lower.
4. Sales of luxury goods may increase if discounts or payment plans are made available.

Trends in Sales and Seasonal Demand

1. Over time, there is an increasing trend in the overall transaction value. October through December see the highest sales, most likely as a result of Christmas buying. During slower months, a mid-year promotion (Q2) can assist keep sales steady.

High-Value Clients and Retention Techniques

1. A significant portion of total revenue comes from the top 10% of customers; many customers just make one-time, low-value transactions and never come back.
2. Personalized recommendations or the implementation of a loyalty program may promote recurring business.

Top-Selling Items & Inventory Control

1. Some products (like P067) generate a lot of income due to their large sales volume.
2. Some categories are more well-liked than others, such as Books & Electronics.
3. Missed sales chances could arise from low stock levels of highly sought-after products.
4. Improving availability and avoiding shortages can be achieved by optimizing inventory replenishment tactics.