

1. **Region-Wise Sales Contribution**

Regions have a big impact on sales, with South America generating the highest total sales. By focusing marketing efforts on the regions that are performing well and also looking into regions that haven't been fully explored, businesses can increase their revenue.

2. **Top-Performing Products**

A few products dominate sales, with the top 5 accounting for a significant share of revenue. Promoting these products or analysing why they perform well can guide future product launches.

3. **Category-Wise Revenue**

Certain product categories generate higher sales than others. Strategies like bundling, discounts, or targeted campaigns for these categories can increase sales.

4. **High-Value Customers**

A small group of customers generates most of the revenue. By identifying and focusing on these high-value customers, offering them premium services or exclusive deals can help increase profitability.

5. **Region-Specific Product Preferences**

Certain regions prefer specific product categories or items. Creating regional marketing campaigns that match these preferences can help boost sales and increase conversions.