

Business Insights Report

Product Price Distribution

- The average product price is \$267.55, with a minimum price of \$16.08 and a maximum of \$497.76.
- 25% of the products are priced below \$147.76, while 75% are below \$397.09.
- The highest-priced product is 'TechPro Textbook' at \$497.76.
- The lowest-priced product is 'SoundWave Smartwatch' at \$16.08.

Monthly Sales Trend

- Sales peaked in July and September at around \$70,000.
- The lowest sales months were December and November.
- Overall, sales fluctuated throughout the year, with notable drops in June and October.

Top 5 Most Expensive Products

1. TechPro Textbook (\$497.76) - Books
2. BookWorld Cookbook (\$488.63) - Books
3. SoundWave T-Shirt (\$481.78) - Clothing
4. ActiveWear Textbook (\$469.77) - Books
5. SoundWave Smartwatch (\$459.86) - Electronics

Top 5 Least Expensive Products

1. SoundWave Smartwatch (\$16.08) - Electronics
2. ActiveWear Running Shoes (\$18.82) - Clothing
3. ActiveWear Jacket (\$26.26) - Clothing

4. ComfortLiving Laptop (\$26.99) - Electronics

5. ActiveWear T-Shirt (\$30.59) - Clothing

Top 10 Popular Products

- The most purchased products had quantities ranging from 38 to 46.
- Product P059 (SoundWave Jeans) and P054 (SoundWave Cookbook) were the most frequently purchased, each with 46 sales.
- Other popular products included P029, P079, and P061, with purchases above 40.

Transaction Summary

- The average transaction value is \$689.99, with a maximum recorded value of \$1991.04.
- Customers typically purchase 2-4 items per transaction.
- The highest price recorded in a transaction was \$497.76.

High-Value Customers

1. Customer C0141 spent the highest at \$10,673.87.
2. Customer C0054 followed with \$8,040.39 in spending.
3. Other top spenders include C0065 (\$7,663.70), C0156 (\$7,634.45), and C0082 (\$7,572.91).

Additional Product Insights(Most Popular)

- TechPro Headphones (P029) - Electronics, \$433.64
- SoundWave Cookbook (P054) - Books, \$57.30
- SoundWave Jeans (P059) - Clothing, \$303.20