

KEY BUSINESS INSIGHTS

- **Category Analysis**

The Books category stands out as the top performer in sales. Price points have an average range from \$16.08 to \$497.76, indicating diverse product offerings.

- **Regional Analysis**

South America leads as the strongest region by sales, showcasing its market potential. The average transaction value across regions ranges between \$624.24 and \$721.55, highlighting regional differences in spending.

- **Customer Behavior**

On average, customers make five transactions each, reflecting steady engagement. Over the past 36 months, the customer base has grown consistently.

- **Transaction Patterns**

The average order value is \$690.00, contributing to an impressive total revenue of \$689,995.56, showcasing robust sales performance.

- **Product Strategy**

TechPro Headphones emerge as the best-selling product by value, underlining their popularity. The company's product portfolio is diverse, consisting of 100 different items.