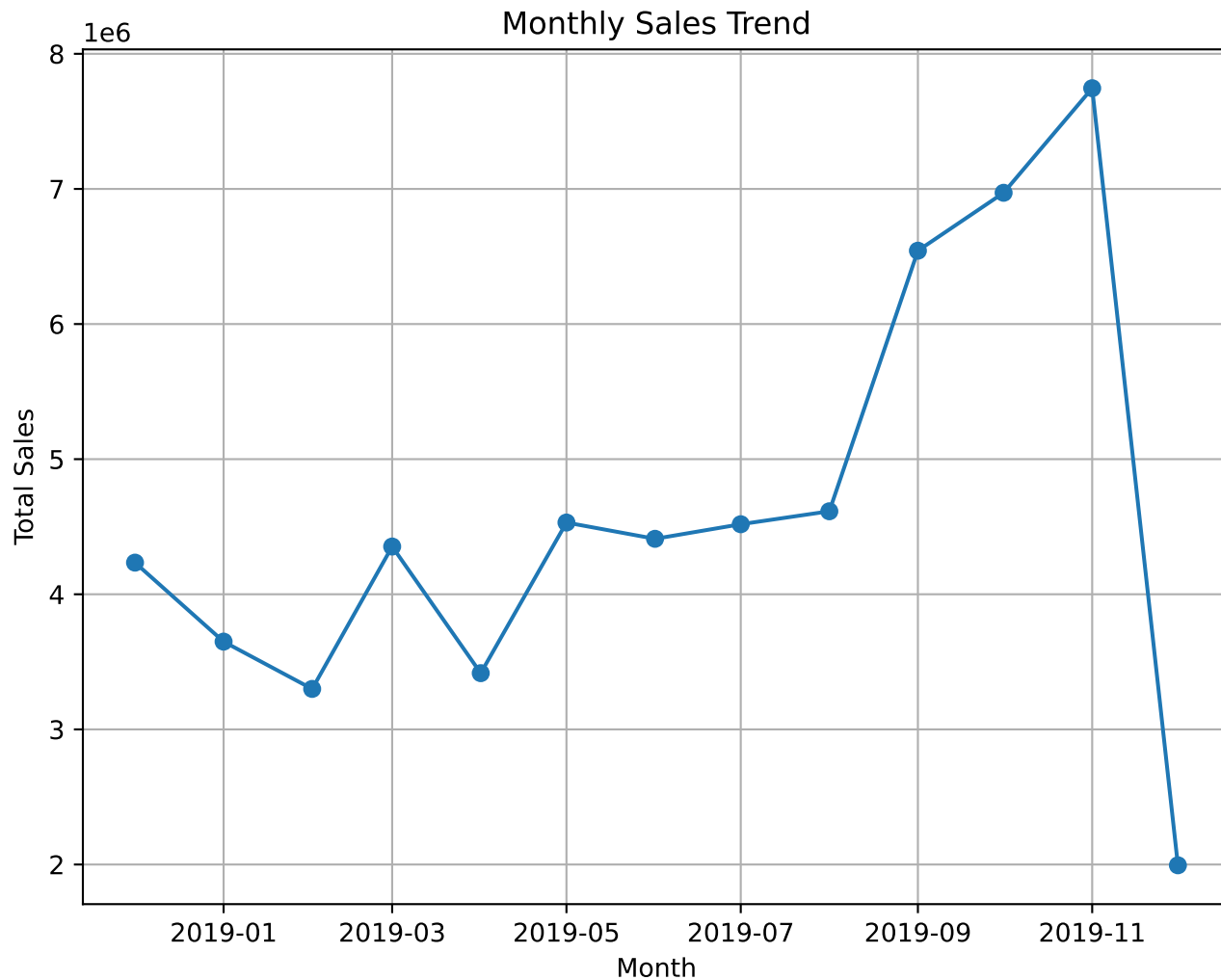
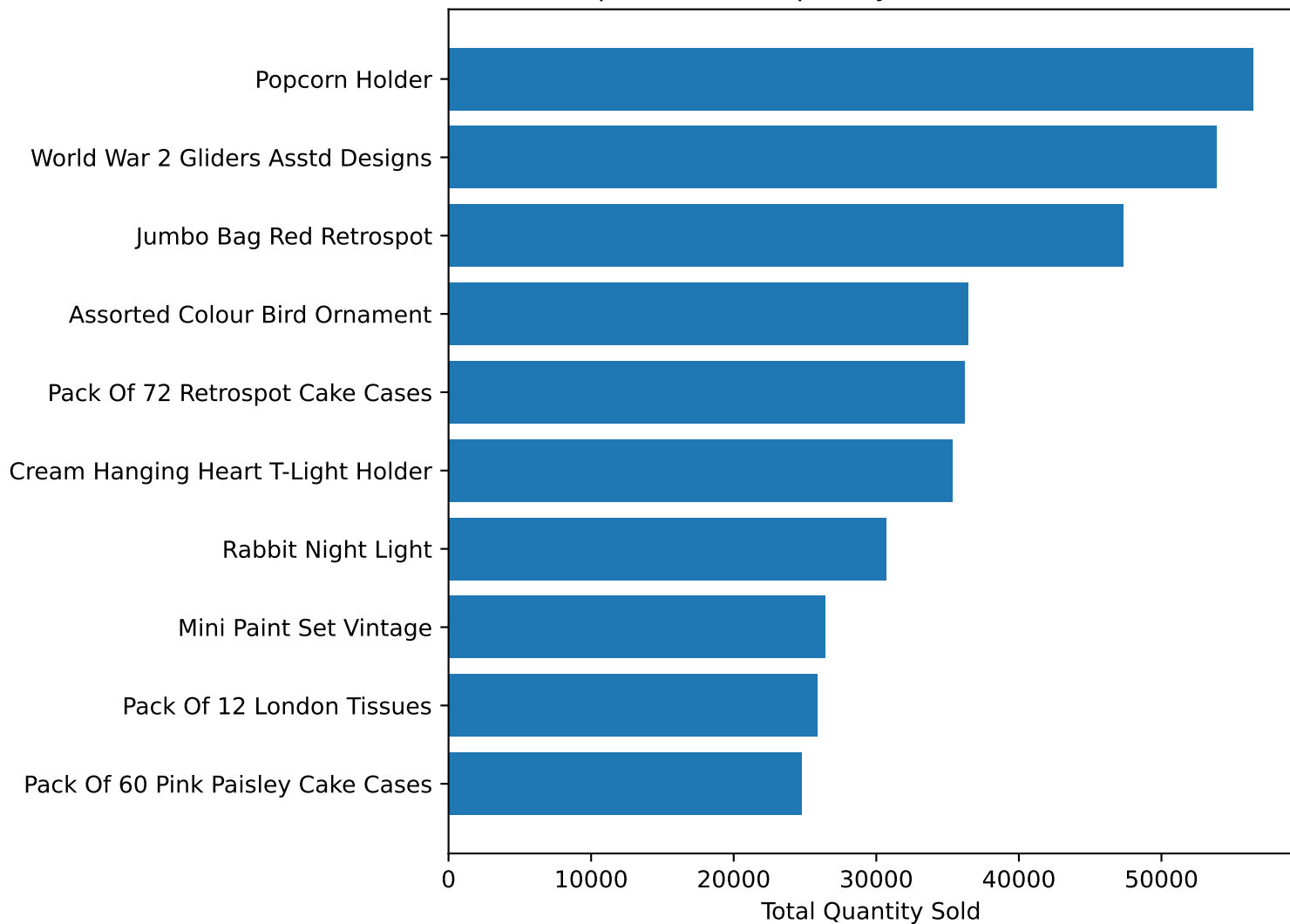


# Monthly Sales & Customer Analysis

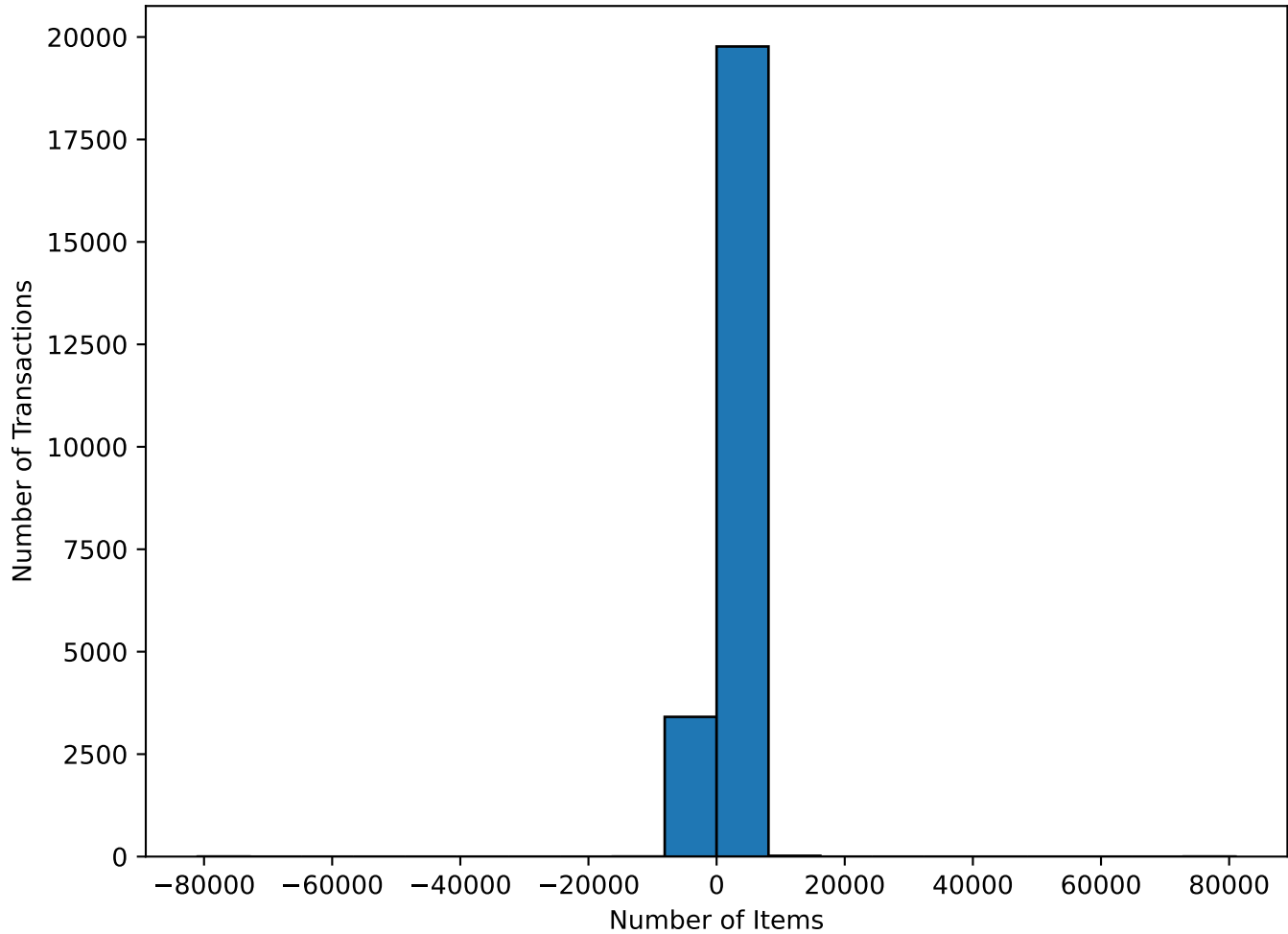
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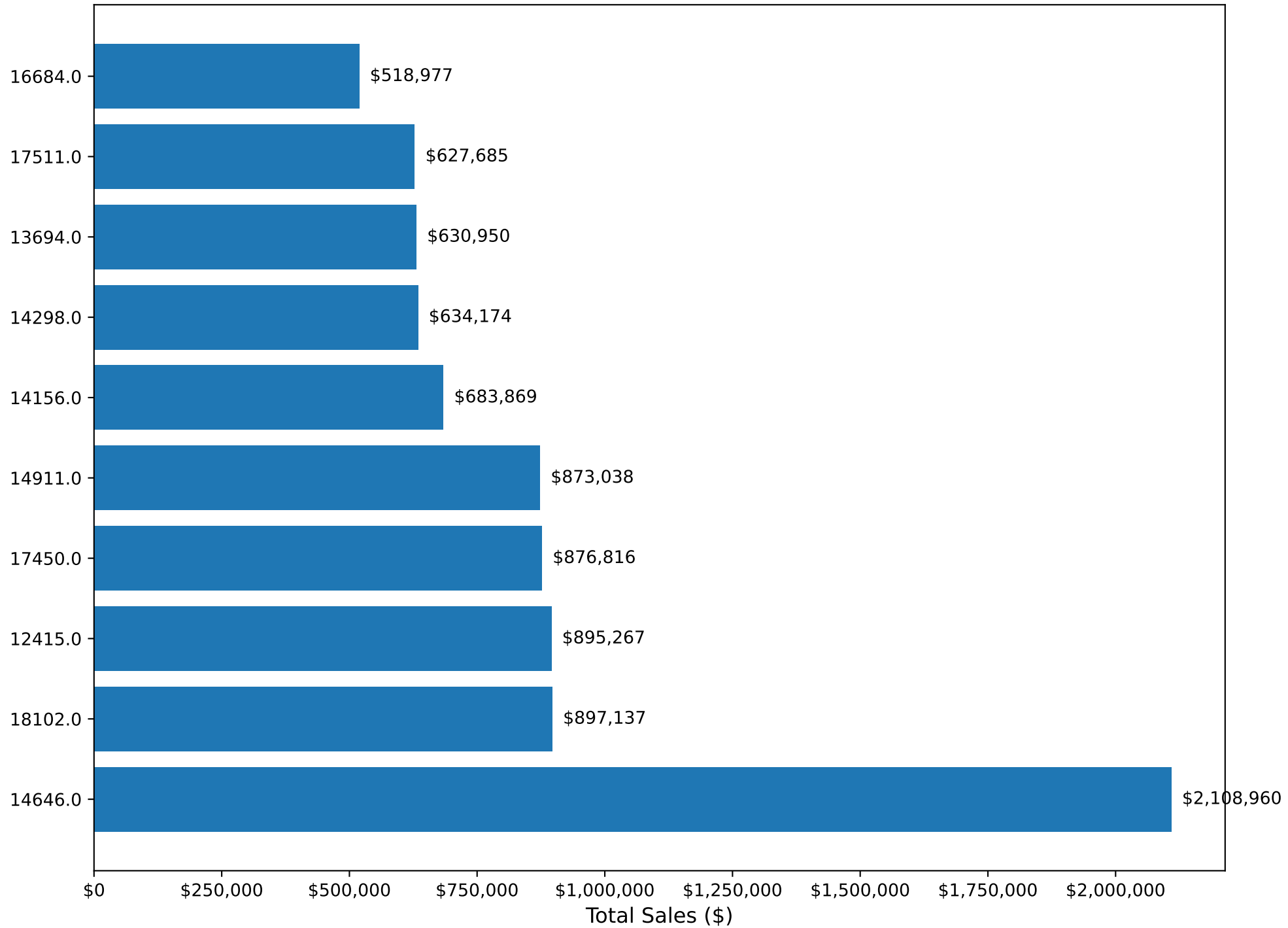
Top 10 Most Frequently Purchased Products



Distribution of Products per Transaction



Top 10 Most Profitable Customers



### Strategy Recommendations:

- Focus marketing and promos on the top-selling products to drive volume.
- Introduce bundle offers of frequently co-purchased items to increase average basket size.
- Launch a VIP loyalty program targeting your highest-spending customers.
- Run targeted sales or discounts during traditionally slow months to smooth out revenue dips.