Business Insights

- **Total Revenue Over Time**: We can see that months 5, 7, 9 we have better Revenue generation compared to other months.

- **Most sold products**: We found the 10 most sold products where TechPro Headphones were the most sold, the most sold item compared to the rest is quite significant.

- **Sales per Region**: We can see that South America is our market for overall products as we generate the highest revenue

- **Product Category per Region:** South America is a big market for books, Asia for clothing, Europe all products are almost equal, North America, Home Decor is least performing product.

- **Product Category Revenue over Time**: From months 7-9 there's a high demand for Electronic items, Home Decor hits quite a significant dip in the 11th month, Books after a good month in revenue goes down significantly, Clothing is quite steady except for the 3rd month.

- **Customers per Region:** South America is the largest Customer base, which correlated to the sales. The ratio of customers to sales is steady meaning our clients are regulars.