

## **Business Insights Report**

### **Business Insights:**

1. The top-selling products include those frequently purchased as shown in the sales data.
2. Most customers are concentrated in specific regions, leading to regional marketing opportunities.
3. Monthly sales trends show spikes during certain periods, indicating seasonal demand.
4. The average transaction value is approximately \$272.55, guiding pricing strategies.
5. A significant percentage of customers joined during certain periods, suggesting effective signup campaigns.
6. Customers from certain regions tend to purchase higher-priced products, providing an opportunity for premium product promotion.
7. Products in specific categories are underperforming in sales, highlighting areas for inventory or marketing adjustments.