

Business Insights Report

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1. South America is the most prominent region for customer base, accounting for 59 out of 200 customers. This suggests focusing marketing efforts in this region.
2. Books constitute the largest product category, with 26 unique items, indicating strong customer interest in this category.
3. The average transaction value is \$689.99, but some transactions reach up to \$1991.04, highlighting the potential for high-value sales.
4. Customers frequently purchase multiple quantities, with an average of 2.5 items per transaction, suggesting bundled sales strategies may be effective.
5. Transactions occur steadily over time, but peak months or periods should be further analyzed to optimize promotions.