

BUSINESS INSIGHTS

1. CustomerID:C0141 have made a **10673.87** USD Spend and he is the top customer by Spend.
2. Best-Selling Product is **Activewear Smartwatch** with **40** Counts and it is the top product in terms of Product.
3. The Average Transaction Value is **690** USD.
4. **South America** has the **highest average** transaction value and **North America** has the **least average** transaction value.
5. There are **300+** customers are there in **South America** which is the highest and lowest customers are there in **Asia**.
6. South American customers spent over **70000 USD on books** which is the highest and **Asian** customers spent a least amount which is almost **half the amount of South American** customers spent.
7. Asian customers spent around **50000 USD on Clothing** which is the **highest** and the least were **Europe** customers.
8. **South American** customers spent around **60000 USD on Electronics** which is the highest and **least** were Asians with **around 35000 USD Spent**.
9. Some customers making the **repetitive transactions** on the same product and the customer with id **C0165** have made **3** transactions for the product **P044**.