

Business Insights

1.Customer Distribution by Top region is :South America

2.Total Revenue by Top region is: South America with revenue is 219352.56

3.Top 3 Best Categories by Total Revenue:

- I. Books
- II. Electronics Category
- III. Clothing

4.Top 5 Products by Quantity Sold:

| ProductID | ProductName | Total_Quantity | Total_Revenue |
|-----------|---------------------|----------------|---------------|
| P059 | SoundWave Jeans | 46 | 13947.20 |
| P054 | SoundWave Cookbook | 46 | 2635.80 |
| P029 | TechPro Headphones | 45 | 19513.80 |
| P079 | ActiveWear Rug | 43 | 17946.91 |
| P061 | HomeSense Desk Lamp | 43 | 6749.28 |

5.Top 5 Products by Revenue Generated:

| ProductID | ProductName | Total_Quantity | Total_Revenue |
|-----------|--------------------|----------------|---------------|
| P029 | TechPro Headphones | 45 | 19513.8 |
| P079 | ActiveWear Rug | 43 | 17946.91 |
| P048 | TechPro Cookbook | 43 | 17905.20 |
| P020 | ActiveWear Jacket | 38 | 15060.92 |
| P062 | HomeSense Novel | 39 | 14592.24 |

6. Top 5 Customers by Revenue Generated:

| CustomerID | CustomerName | Total_Revenue |
|------------|--------------|---------------|
| C0141 | Paul Parsons | 10673.87 |
| C0054 | Bruce Rhodes | 8040.39 |

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| C0065 | Gerald Hines | 7663.70 |
| C0156 | William Adams | 7634.45 |
| C0082 | Aimee Taylor | 7572.91 |