**INSIGHTS**

* Books category has the highest total sales (87K).
* Smartphone has the highest unit price (310.71) and strong revenue.
* Port Harcourt leads in sales; Lagos performs the worst.
* May and April have the highest quantities sold.
* January generated the highest revenue.
* Electronics and Furniture drive high revenue due to higher unit prices.

**RECOMMENDATIONS**

* Target Lagos with marketing to improve performance.
* Promote high-value products like Smartphones and Electronics.
* Prepare for April–May peaks with inventory and campaigns.
* Bundle or upsell low-price, high-volume items (e.g., Groceries).
* Reevaluate Clothing strategy to boost sales and value.