

Report on Key Business Insights

1.Top Regions by Total Revenue:

- South America leads with the highest total revenue of 219,352.56.
- Europe generates 166,254.63 in revenue, securing second place.
- North America follows with 152,313.40, ranking third.
- Asia rounds out the top four with 152,074.97 in total revenue.

2.Top Products by Sales Volume:

- ActiveWear Smartwatch tops the list with 100 units sold.
- SoundWave Headphones follow with 97 units sold.
- HomeSense Desk Lamp ranks third with 81 units.
- ActiveWear Rug and SoundWave Cookbook complete the top five, selling 79 and 78 units, respectively.

3.Top Customers by Total Spending:

- Paul Parsons is the highest spender at 10,673.87.
- Bruce Rhodes follows with 8,040.39 in total spending.
- Gerald Hines spends 7,663.70, placing third.
- William Adams and Aimee Taylor round out the top five with 7,634.45 and 7,572.91, respectively.

4.Most Popular Product Categories:

- Books are the most popular category with 681 units sold.
- Home Decor follows closely with 639 units sold.
- Electronics ranks third with 627 units.
- Clothing is in fourth place, selling 590 units.

6.Average Spending by Customer Region:

- South America has the highest average customer spending at 721.55.
- Europe follows closely with 710.49 on average.
- Asia's average spending is 697.59.

- North America has the lowest average spending per customer at 624.24.