

Business Insights:

1. Customers from North America contribute the highest revenue, highlighting a significant market opportunity.
2. Electronics generate the highest revenue, while Apparel has the highest transaction volume.
3. 20% of customers contribute to 80% of revenue, aligning with the Pareto Principle.
4. Transactions peak during the holiday season, suggesting promotional opportunities.
5. Certain products in the Home Decor category have high volume but low margins, indicating pricing optimization potential.