

BUSINESS INSIGHTS

1. **Top-Selling Products:**

It's clear that "ActiveWear Smartwatch" is a favorite among customers, with 100 units sold. Close on its heels are "SoundWave Headphones" with 97 units and "HomeSense Desk Lamp" with 81 units sold. These numbers highlight a strong inclination toward tech gadgets and practical home-use items.

2. **Revenue by Region:**

South America stood out as the biggest contributor to revenue, bringing in \$219,352.56, with Europe following at \$166,254.63. Interestingly, Asia and North America performed similarly, both generating around \$152,000. This makes South America an essential focus for future growth strategies.

3. **Popular Categories:**

The "Books" category led the way with the highest number of purchases—270 in total—indicating a solid customer interest in literature. "Electronics" (254 transactions) and "Home Decor" (248 transactions) also saw significant activity, reflecting a healthy balance in customer demand across these categories.

4. **Transaction Value and Product Pricing:**

On average, each transaction came in at \$689.99, with product prices spanning from \$16.08 to \$497.76. This suggests that the customer base is comfortable with mid-to-high price points, offering an opportunity to experiment with premium pricing for select items.

5. **Customer Preferences:**

Categories like "Electronics" and "Home Decor" saw consistently high engagement, indicating a strong preference for technology-driven and aesthetically pleasing products. These trends can guide marketing efforts to focus on these segments for maximum impact.