Business Insights

1. **Customer Distribution by Region**:

   o Most customers are concentrated in a few specific regions, such as the North and South zones, which means marketing campaigns should target these areas for better results.

2. **Popular Product Categories**:

   o Categories like "Electronics" and "Home Appliances" make up a large portion of sales. Focusing on these categories can increase revenue through discounts, promotions, and better stock management.

3. **Monthly Sales Trends**:

   o Sales typically peak during the holiday seasons, such as November and December. This indicates that businesses should allocate more inventory and staff during these months.

4. **Customer Demographics and Spending Patterns**:

   o Younger customers (aged 25-35) tend to spend more on high-end products, while older customers prefer affordable options. Segmenting customers based on age can improve personalized marketing.

5. **High-Value Customers and Regions**:

   o Certain regions, like metropolitan areas, have a higher average transaction value. Businesses can focus on retaining these high-value customers through loyalty programs and exclusive offers.