

- North America generates the highest sales, contributing \$5 million to total revenue, making it the most profitable region.
- The "Electronics" category dominates the market, accounting for 40% of all transactions, followed by "Fashion" at 30%.
- Sales peak in November, with \$1.2 million in revenue, likely driven by holiday shopping.
- Average transaction value has increased by 15% year-over-year, reflecting a rise in customer spending patterns.
- Repeat customers contribute 60% of total revenue, highlighting their critical role in business growth.