

Insights:

Top Spending Customers: The top 5 customers by total spending are Paul Parsons (\$10,673.87), Bruce Rhodes (\$8,040.39), Gerald Hines (\$7,663.70), William Adams (\$7,634.45), and Aimee Taylor (\$7,572.91). These customers represent significant revenue and should be targeted for loyalty programs or exclusive offers to ensure continued engagement.

Top Performing Products: The product with the highest sales is the ActiveWear Smartwatch (\$39,096.97), followed by SoundWave Headphones (\$25,211.64) and SoundWave Novel (\$24,507.90). Electronics dominate the top products, indicating that this category drives the majority of revenue.

Average Order Value by Region: South America has the highest average order value (\$721.55), followed by Europe (\$710.49), Asia (\$697.59), and North America (\$624.24). This suggests that South American customers are more valuable on a per-order basis and should be prioritized in marketing campaigns.

Correlation Between Variables: There is a strong positive correlation (0.72) between TotalValue and Price, indicating that higher-priced products contribute significantly to total sales. However, Quantity has a weaker correlation with TotalValue, suggesting that revenue is more influenced by high-value items than bulk purchases.

Consistent Data Quality: All three datasets (Customers, Products, and Transactions) have no missing values or duplicates, ensuring high data reliability for decision-making and analysis. This consistency supports trust in the derived insights.