

Business Insights:

- **Customer Distribution:** The majority of customers are from the most common region, with high concentration in specific regions. This indicates a potential focus for marketing and customer support efforts in these areas.
- **Top-Selling Product:** The top-selling product significantly drives overall sales, highlighting its popularity and demand. It may be essential to maintain or expand its availability to maximize revenue.
- **Revenue by Category:** The top category generates the highest revenue, showing its importance in the business strategy. Prioritizing this category can enhance profitability.
- **Seasonal Trends:** Monthly revenue trends show peaks during specific months, suggesting seasonality. Adjusting inventory and marketing campaigns during these periods could optimize sales.
- **Order Value by Region:** The highest average order value is observed in a specific region, indicating that customers in this area make larger or more expensive purchases. Targeting similar regions may boost overall sales.