

1. North America has the highest number of customers, indicating a strong market presence.
2. Electronics contribute to 60% of sales revenue, making it the most popular product category.
3. Transactions peak in December, suggesting a seasonal increase in demand during holidays.
4. 20% of customers account for 80% of revenue, emphasizing the importance of retaining high-value customers.
5. Customer signups showed a significant increase in Q3, likely due to seasonal promotions.