⬚ **Revenue by Category**: The "Books" category emerged as the top revenue driver, generating $192,147, followed by "Electronics" ($180,784), "Clothing" ($166,171), and "Home Decor" ($150,894). Strategic investments in these high-performing categories could enhance profitability.

⬚ **Price Distribution**: The average product price is $272, ranging from $16 to $498. This wide price range suggests opportunities to design pricing strategies tailored to both budget-conscious and premium customers.

⬚ **High Revenue Products**: The "ActiveWear Smartwatch" accounted for $39,097 in revenue, leading all products, followed by "SoundWave Headphones" ($25,212) and "SoundWave Novel" ($24,508). Prioritizing these products in promotions could maximize revenue.

⬚ **Purchase Volume Trends**: The "Books" category recorded the highest purchase volume (681 units), with "Home Decor" close behind (639 units). These figures highlight categories with steady demand, ideal for inventory optimization and sales planning.

⬚ **Cross-Selling Potential**: The significant purchase volume in "Books" and "Home Decor" categories suggests opportunities for cross-category bundling, encouraging customers to buy more while improving overall revenue and customer retention.