

High Average Transaction Value: The average transaction value stands at approximately \$690, highlighting a high customer spend per transaction. This suggests the product portfolio may include premium offerings, emphasizing a potential focus on high-value customers.

1. **Top-Selling Products:** Product ID "P059" emerged as the top-seller with 19 transactions, followed closely by "P029," "P062," "P079," and "P054" with 16-17 transactions each. These products are significant revenue drivers and could be prioritized for marketing and inventory optimization.
2. **Key Customer Segments:** Customers "C0109" and "C0156" made 11 transactions each, followed by "C0141," "C0175," and "C0065" with 10 transactions. These repeat customers represent high lifetime value and may benefit from personalized loyalty programs or retention strategies.
3. **Seasonality in Sales:** Sales reached a peak in July 2024 at \$71,366, indicating potential seasonal demand or successful promotional activities. December also showed a moderate uptick, possibly driven by holiday purchases, emphasizing the need for targeted seasonal campaigns.
4. **Transaction Behavior:** On average, customers purchased 2-4 units per transaction, with an overall mean of 2.5 units. This indicates an opportunity to introduce volume-based discounts or bundling strategies to increase basket sizes and overall revenue.