

1. Books and Electronics dominate product sales, while Home Decor and Clothing show relatively lower demand. This suggests focusing on inventory optimization and targeted promotions for Books and Electronics, while exploring strategies to boost sales in Home Decor and Clothing through better pricing, marketing, or product diversification.

2 .The top 5 products by quantity sold reveal that SoundWave Jeans and SoundWave Cookbook significantly outperform TechPro Headphones, ActiveWear Rug, and HomeSense Desk Lamp. This suggests a strong preference for fashion and lifestyle products over tech and home decor, highlighting opportunities to expand similar high-performing product lines.

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4 .Monthly transaction trends reveal a peak in January, followed by a decline until March. Transactions then gradually increase from March to May, drop again in June, and reach a new peak in July, surpassing January's performance. This pattern indicates significant mid-year growth, suggesting opportunities to enhance sales further with targeted campaigns during the July peak and strategies to address the June dip.

5 . Regional revenue analysis highlights South America as the top revenue

contributor, generating \$219,352.56. Top-selling products include SoundWave Jeans and TechPro Headphones, with a bar chart visualizing sales trends.