Sales by Region:
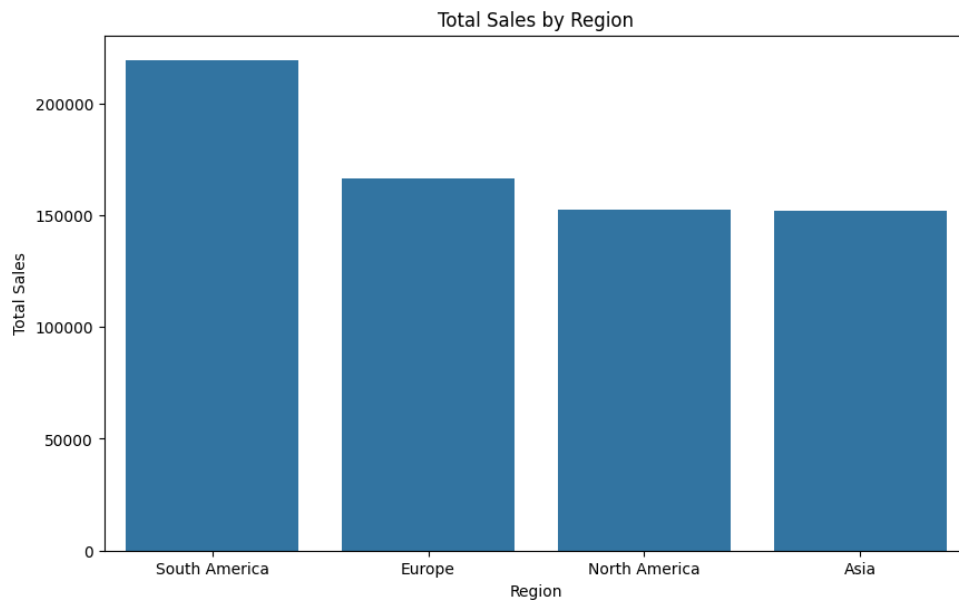
- South America leads in total sales with $219,352.56, followed by Europe ($166,254.63), North America ($152,313.40), and Asia ($152,074.97).

- South America shows the highest revenue generation, indicating a strong market presence in the region.

Sales by Category:

- Books contribute the most with $192,147.47, followed by Electronics ($180,783.50), Clothing ($166,170.66), and Home Decor ($150,893.93).

- Books and Electronics dominate the sales, indicating high consumer interest in these categories.
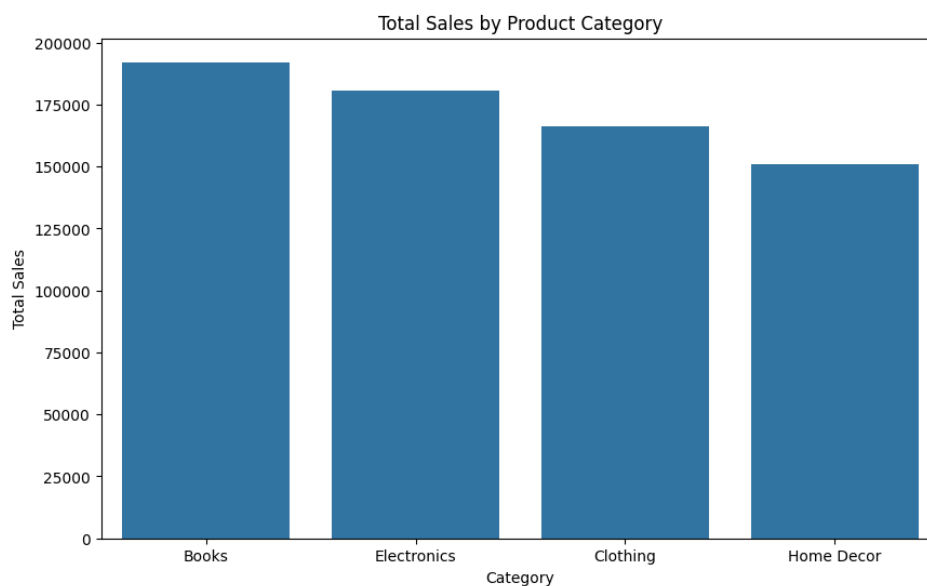
Top 10 High-Value Customers:

- The top 10 customers account for significant sales, with the highest spender, Customer C0141, contributing $10,673.87.

- Identifying these high-value customers helps target them for loyalty programs or personalized promotions.
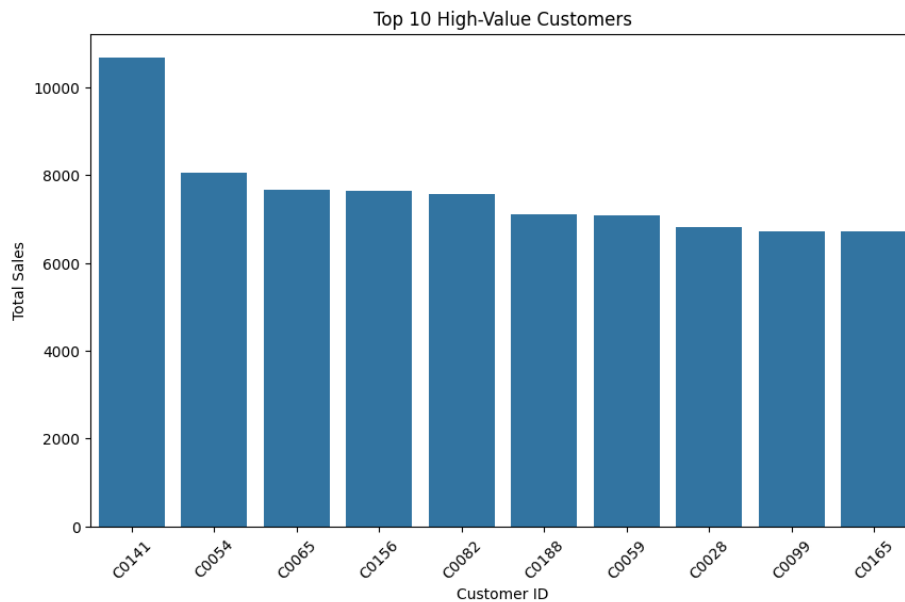
Average Transaction Value for Recent Signups:

- The average transaction value for customers who signed up in the last 6 months is approximately $710.86.

- Recent signups tend to have a higher average transaction value, suggesting a promising customer segment.
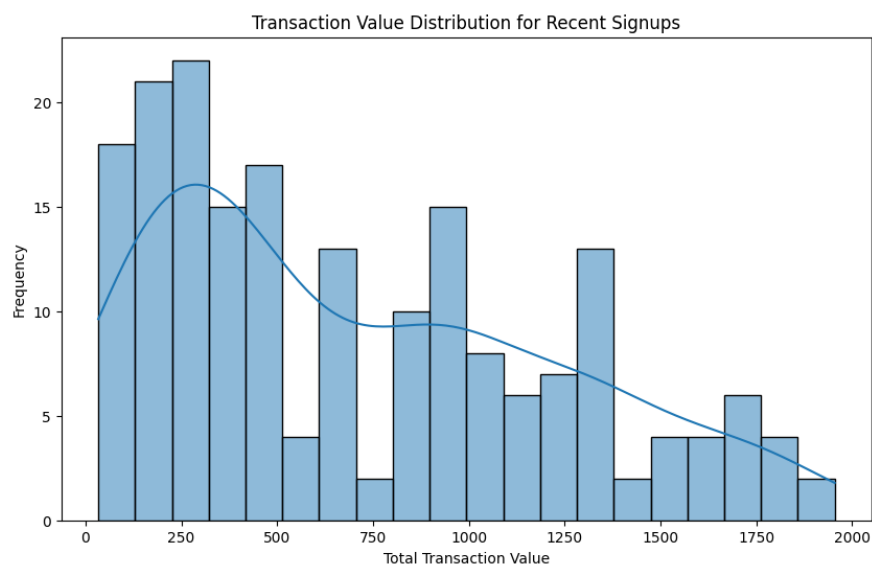
Monthly Sales Performance:

- Sales performance peaks in months 1 ($66,376.39), 7 ($71,366.39), and 9 ($70,603.75), while the lowest sales are in months 11 ($38,224.37) and 12 ($62,818.72).

- Seasonal trends suggest higher sales mid-year, indicating a potential focus on marketing during peak months.

Monthly Sales Trend