Insight 1:

Regional Customer Distribution: -

- The **East region** holds the largest customer base, comprising approximately **32%** (2,220 out of 6,996) of total customers.
- This highlights the East region's significance for targeted marketing and sales strategies, as well as resource allocation.

Insight 2:

Popular Product Categories: -

- **Electronics** (2,073 products) and **Clothing** (1,982 products) categories constitute **nearly 58%** of the total product offerings.
- This indicates a potential focus on these categories, aligning with customer demand and preferences, and offering opportunities for targeted promotions and product development.

Insight 3:

Underperforming Product Categories: -

- The **Books category** (498 products) represents only around **7%** of total product offerings, suggesting a relatively smaller market or potentially lower customer demand compared to other categories.
- This calls for strategic considerations, such as product diversification, innovative marketing campaigns, or reevaluation of inventory management for the Books category to optimize its performance.

Insight 4:

Monthly Sales Growth: -

- There is an **average monthly sales growth rate** of around **12%** observed over the period analyzed.
- This demonstrates positive business trajectory and encourages further exploration of sales strategies to maintain or enhance this growth momentum.

Insight 5:

Sales Peak in December: -

- The **peak monthly sales value in December** (approximately $1,256,000) highlights a seasonal sales trend, which could be attributed to holiday shopping behaviors.
- This emphasizes the importance of strategic planning during peak seasons, such as inventory optimization, targeted promotions, and resource allocation to maximize sales and revenue during this period.