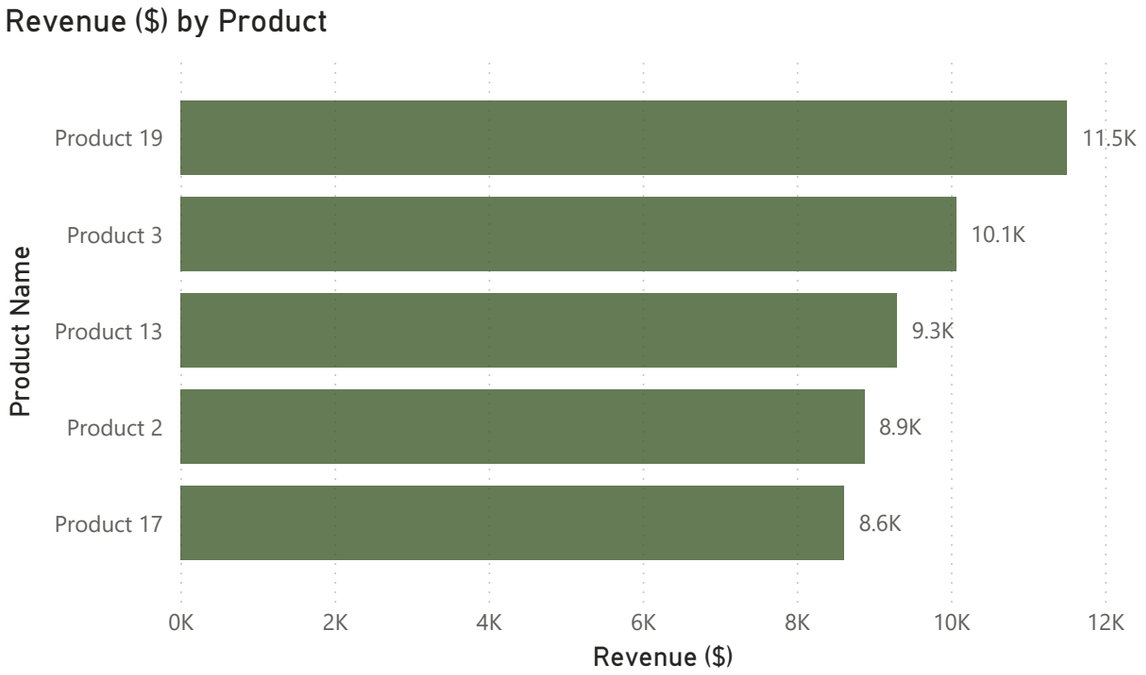
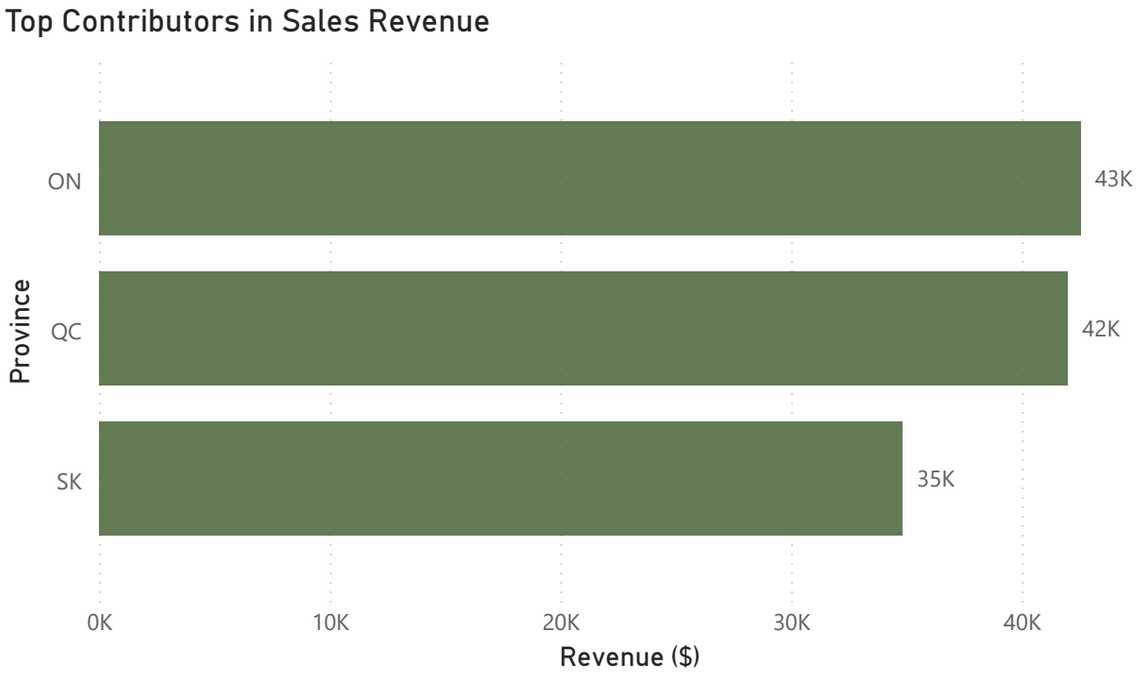
Product Name	Revenue ($)
Product 19	11,505.27
Product 3	10,065.57
Product 13	9,300.98
Product 2	8,873.81
Product 17	8,612.58



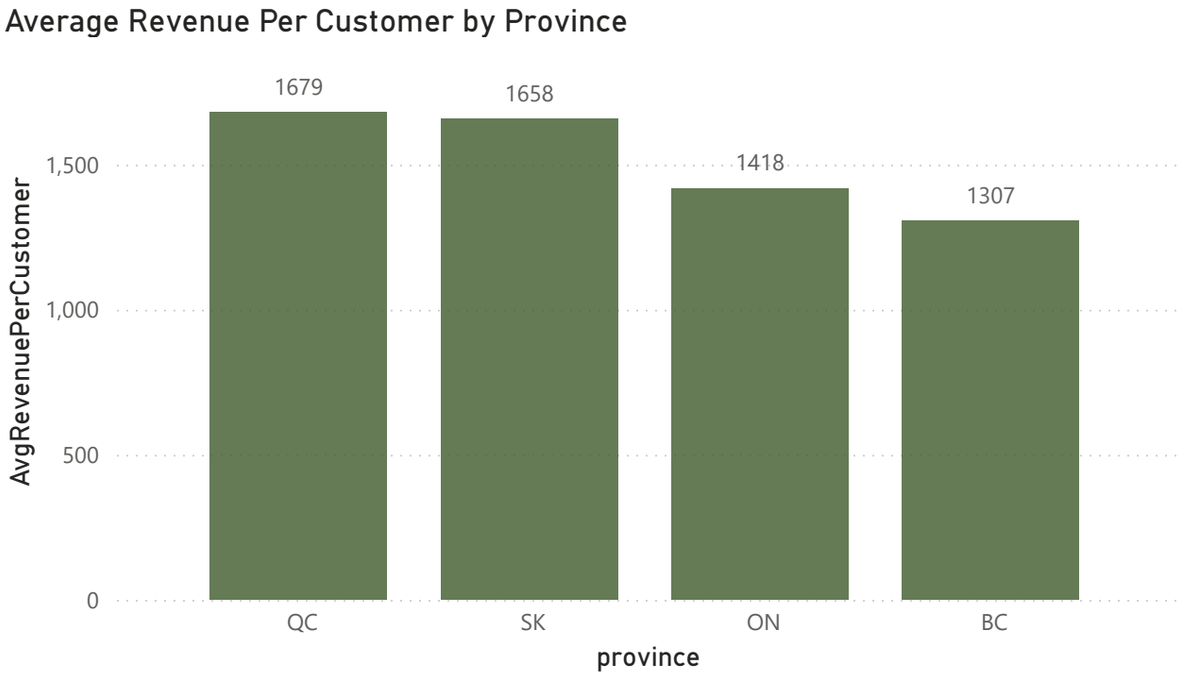
The Top 5 products by Sales Revenue

Province	Revenue ($)
ON	42,529.59
QC	41,975.56
SK	34,818.16



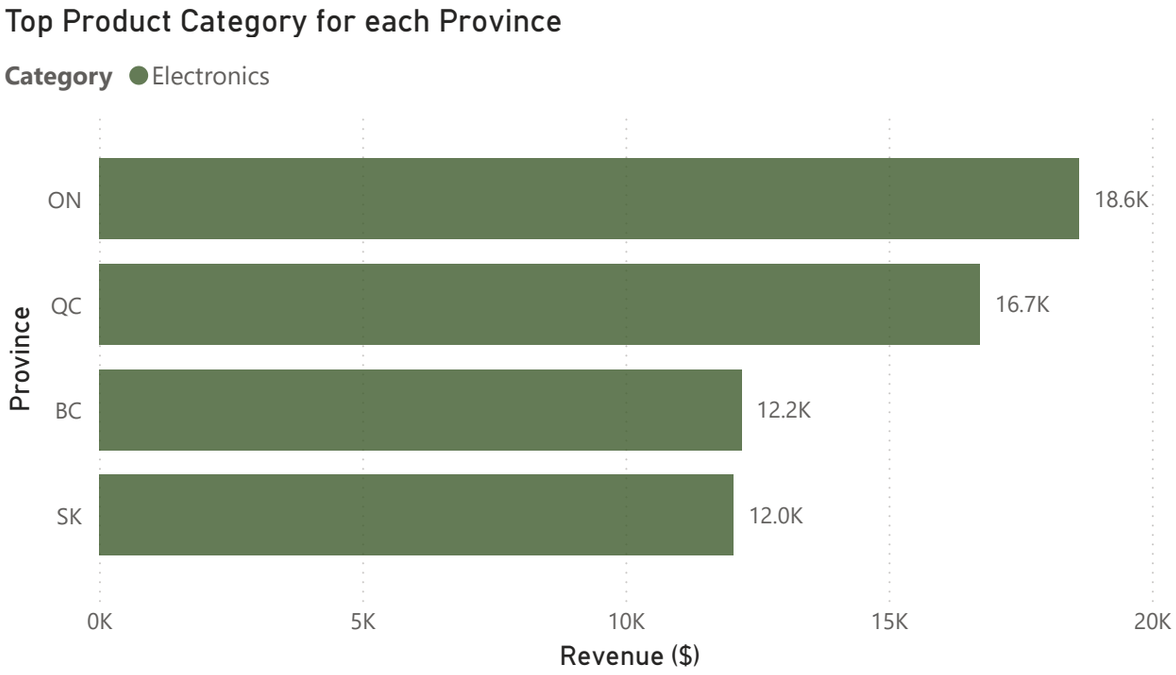
The Top 3 provinces contributing the most to Revenue

Province	Average Revenue Per Customer ($)
QC	1,679.02
SK	1,658.01
ON	1,417.65
BC	1,306.61



Average Revenue Per Customer for each Province

Province	Category	Revenue ($)
ON	Electronics	18,615.94
QC	Electronics	16,731.04
BC	Electronics	12,200.80
SK	Electronics	12,048.86

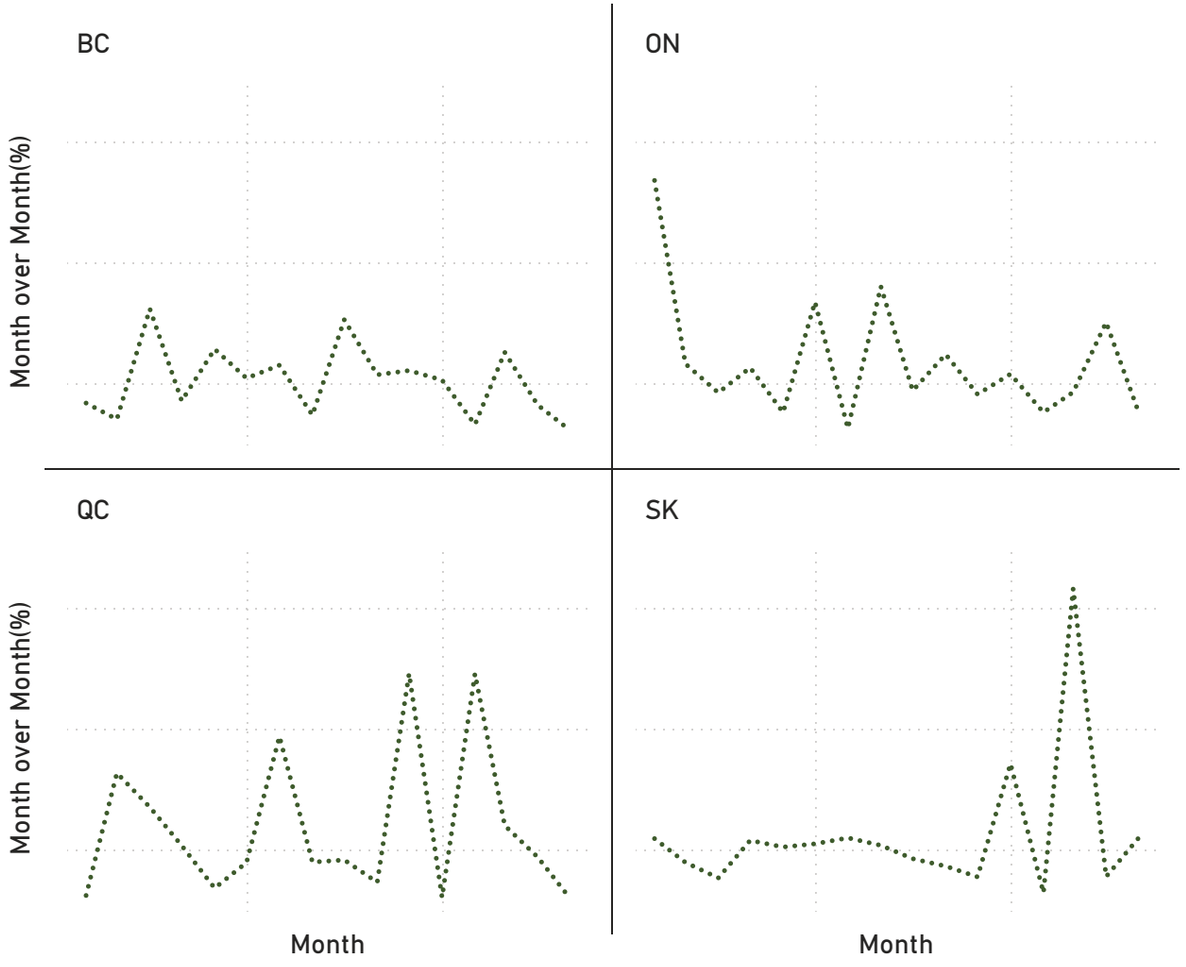


Product category with the highest Revenue in each Province

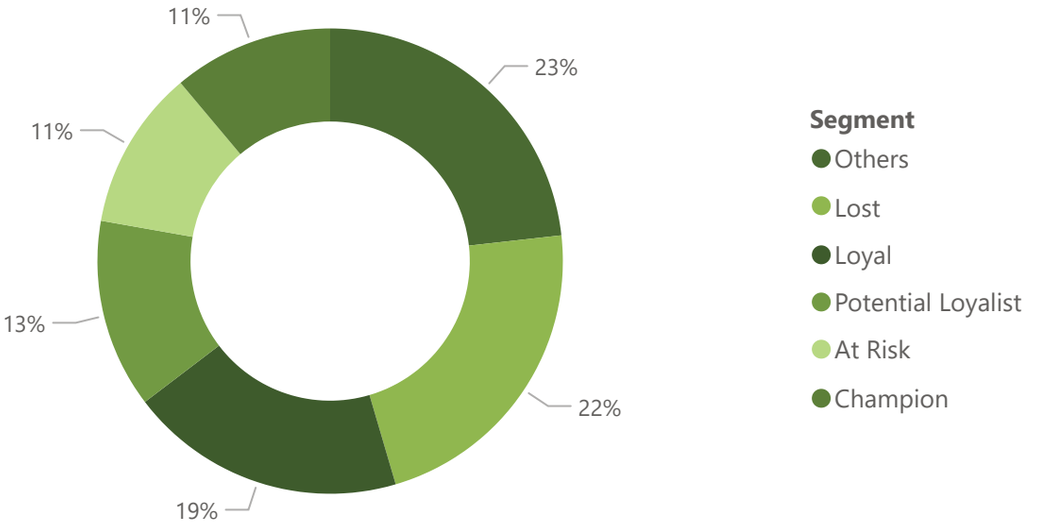
Customer #	# of Different Types of Products Purchased
36	9
9	8
64	8
81	8
23	7
24	7
30	7
32	7
41	7
43	7
49	7
54	7
59	7
66	7
69	7
85	7
91	7
98	7
100	7
1	6
4	6
17	6
25	6
28	6
46	6
52	6
53	6
65	6
67	6
68	6
78	6
80	6
84	6
Total	**20**

Customers who have purchased more than 5 different types of Products

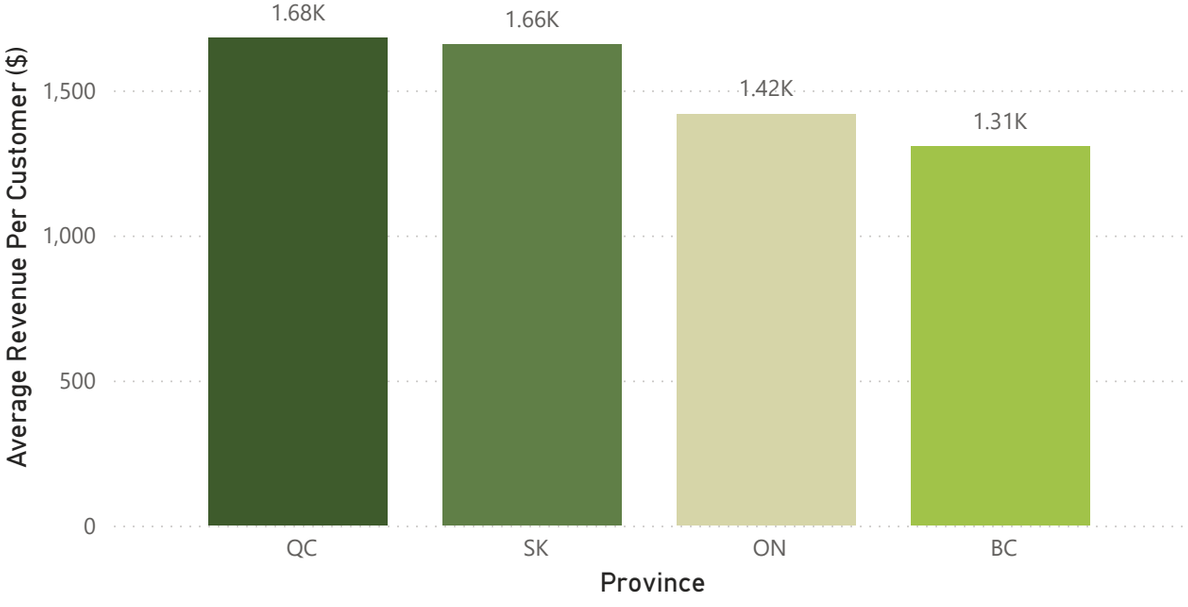
MoM Growth (%) by Province



Segmentation of Customers based on Behavior (%)



Average Revenue Per Customer ($) by Province



Average Revenue Per Unit Sold by Province for each Category

Province	Apparel	Books	Electronics	Home	Toys
SK	64.22	50.51	50.84	55.38	57.29
QC	57.72	46.64	57.10	64.20	58.97
ON	50.40	46.25	56.58	44.78	51.78
BC	66.82	49.33	52.59	64.30	52.77

This table shows the average revenue per unit sold for each product category across provinces. Conditional formatting highlights higher values in deeper green, indicating stronger performance within each category.