

Business Insights Report

- 1. Revenue Analysis: Total revenue is \$689,995.56 with average transaction value of \$690.00. This indicates our pricing strategy and customer spending patterns.
- 2. Geographic Distribution: South America is our strongest market with 29.5% of customers, suggesting potential for targeted regional marketing campaigns.
- 3. Product Categories: Books is our leading category with \$192,147.47 in revenue, indicating strong market demand.
- 4. Customer Growth: 68.0% of our customer base joined since 2023, showing our recent customer acquisition performance.
- 5. Customer Loyalty: 94.0% of customers made multiple purchases, indicating strong customer retention.