Purchase Analysis Report: Summary of Key Insights (2023-2024)

1. Total Purchases Overview
Across the years 2023 and 2024, the total revenue from all purchases reached USD 489,274.71. On average, each transaction was valued at approximately $489.27.

2. Top 10 Customers by Purchase Value
The top customers, based on purchase amounts, are as follows:

- Jillian Baker
- Patricia Taylor
- Mikayla Rios
- Matthew Espinoza
- Jamie Montoya
- Charles Clark
- Antonio Hughes
- Carlos Smith
- Steven Rivera
- Casey Johnson

These customers contributed significantly to the total revenue.

3. Purchasing Behavior Insights
In examining customer purchasing behavior, the "Microwaves" category emerged as a standout product. With a total of 180 units sold, this category generated the highest revenue of USD 30,970.75.

4. Trends in Purchase Patterns
A closer look at revenue trends over time showed that the 1st quarter of both years produced the highest revenue. Among the months, July consistently recorded the highest sales. However, overall yearly revenue declined, from USD 262,346.07 in 2023 to USD 226,928.65 in 2024, even with strong first-quarter sales in both years.

5. Leading Product Category
"Home Appliances" proved to be the top-performing product category, bringing in the highest revenue of USD 241,080.16. This category had a major impact on total earnings over the analyzed period.