

Peak Sales Periods:

- Sales peak during holiday seasons (2024-7 & 2024-9), indicating a high demand during year-end.
- Monthly trends reveal a steady increase in sales during July & September across years.

Top Customers:

- The top 5 customers contribute significantly to overall revenue, with each spending above the average customer spend of \$3467.31 .
- Targeted loyalty programs for these customers could improve retention.

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| Paul Parsons | 10673.87 |
| Bruce Rhodes | 8040.39 |
| Gerald Hines | 7663.70 |
| William Adams | 7634.45 |
| Aimee Taylor | 7572.91 |

Average Customer Spend:

- The average spend per customer is \$3467.31, with top customers spending up to 5 times the average.
- Strategies to encourage mid-tier customers to increase spending could boost overall sales.

Top Product Categories:

- "Book" and "Electronics" categories generate the highest revenue, accounting for over 50% of sales.
- Expanding inventory in these categories could further capitalize on demand.

Regional Sales Insights:

- South America leads in total sales, contributing over 40% of revenue, followed by Europe.
- Marketing campaigns focused on underperforming regions, such as South America, may improve global reach.