

Business Insights:

1. Most customers come from the South America Region with the highest transaction volume of 59, suggesting opportunities for regional promotions.
2. Top 10 products contribute significantly to sales, with Product SoundWave Jeans being the most purchased about 19 times.
3. Category Books generates the highest revenue of about 192147.47 USD, indicating its popularity and profitability.
4. Transaction volume peaks during Jan month, suggesting seasonal buying behaviour.
5. High-value transactions are concentrated in Europe Region, which could indicate a wealthy customer base.