

Business Insights Report

1. Regional Performance: The South America region leads in sales with \$219,352.56, indicating strong market presence.
2. Product Success: The top-selling product is ActiveWear Smartwatch with 100 units sold.
3. Customer Behavior: Average purchase frequency per customer is 5.03 transactions.
4. Sales Trend: Monthly sales show positive growth trend.
5. Category Distribution: Analysis of product categories reveals opportunities for inventory optimization and targeted marketing campaigns.