

## Business Insights

1. The highest number of transactions come from North America, indicating a strong customer base in this region.
2. The best-selling product is 'Product X', contributing significantly to total sales.
3. Seasonal trends are visible, with peak sales observed in December, suggesting holiday demand.
4. Electronics category generates the highest revenue, indicating a preference for high-value items.
5. A small number of customers contribute to the majority of transactions, highlighting the need for targeted marketing.