

# Business Insights Report

## 1. Customer Distribution by Region

The majority of customers are concentrated in the South America region, suggesting strong market presence.

## 2. Product Category Performance

The top category is 'Books', which represents 26.00% of all products.

## 3. Customer Purchase Patterns

Average customer lifetime value is \$3467.31, with 5.03 purchases per customer.

## 4. Price Sensitivity

Most products fall within the price range of \$16.08 - \$497.76, indicating price sensitivity.

## 5. Seasonal Trends

Sales show significant spikes during the months of July, September, January, indicating seasonal trends.