The first trend revolves around analysing the best-selling products based on the quantity sold and total revenue generated. Although some products might have been sold in a larger quantity, the revenue generated can be small as the products are priced lesser. In comparison, if the company manages to sell a substantial number of high-priced products, with significant profit margins, their total revenue increases. This highlights the crucial point that it is not always about the quantity of the products sold that determines the success of the product, but rather the price-to-profit ratio. Prioritizing products with higher margins and marketing them cleverly can help a company boost its profitability.

The second trend analyses the various categories the products fall into. These categories have different contribution to the overall revenue. Different categories can have different demands and profit levels. By analyzing which categories contributed more to the total revenue generated and the profit incurred, we get a cleared idea of what is more in demand. This insight can significantly drive the company towards a higher sales by releasing new products and offering more incentivized deals in these categories.

Another important pattern to analyze is the seasonal fluctuation in product demands. There are a lot of products with seasonal demands, which can be tracked well by analyzing the dates of the transactions. During the months with low transaction volume, the company can implement targeted strategies like roll-out better deals and offers to incentivize and persuade the customers to shop. This will not in help boosting sales in low-revenue months but also help in clearing out leftover stock out-of-season. Similarly, observing the pattern of customer signing-up months can provide valuable insights into consumer behaviour, such as peak months for new customers.

The fourth trend is straightforward yet powerful. As consumers form the backbone of any economy, filtering out the top customers can help a company identify ways to engage and keep these customers loyal. Various strategies like occasional discounts, exclusive offers etc. can help boost these customers' loyalty to the brand. Establishing a multi-tiered membership system, where customers get to be a part of a different strata, based on their total spendings, can be a good incentive. This type of customer retention strategy can build long-lasting relationships with the highest spenders, encouraging them to continue making high-value purchases.

Lastly, analyzing what products are bought together as a pair can help in better product placement in shops. Targeted recommendations can be made like in the case of online shopping. The company can suggest combo deals on such product pairs which will persuade the customer to buy more instead of a single item. Promotional campaigns can also help boost overall sales, benefiting both the company and the customers.