

BUSINESS INSIGHTS

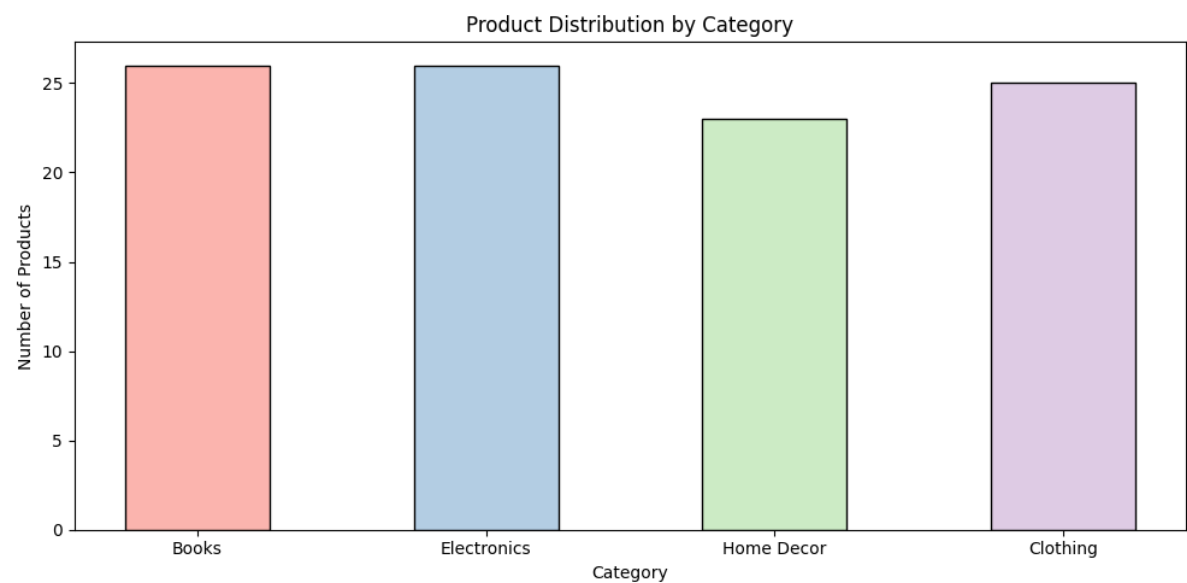
Customer Regional Distribution:

The majority of customers belong to the SOUTH AMERICA, indicating that marketing efforts could be concentrated in this area to maximize impact.



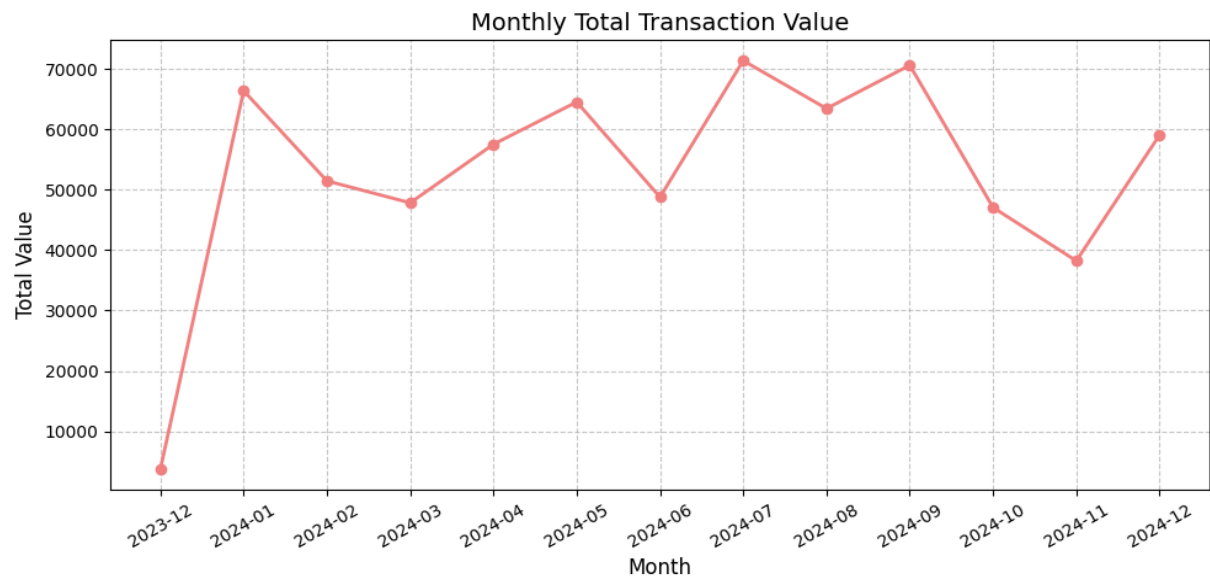
Popular Product Categories:

The product category ELECTRONICS accounts for the highest sales volume, suggesting a strong customer preference. Expanding the product line in this category might increase revenue.



Seasonal Trends in Transactions:

Transaction values peak during JANUARY , MAY, JULY , SEPTEMBER , highlighting a seasonal trend. Businesses could run targeted promotions during these periods to capitalize on higher customer spending.



High-Value Customers:

A small percentage of customers contribute disproportionately to total sales. Implementing a loyalty program for these high-value customers could enhance retention.

Underperforming Categories:

The Home décor category sees minimal sales despite high pricing. This may indicate a need for pricing revisions or improved marketing strategies for these products.