

TASK 1

BUSINESS INSIGHTS:

1. THE REGION WITH THE MOST CUSTOMERS: SOUTH AMERICA

This indicates a strong customer base in the region, which can be leveraged by tailoring regional promotions, offering localized products, or focusing on customer retention strategies.

2. MOST POPULAR PRODUCT CATEGORY: BOOKS

A potential opportunity to expand inventory in the Books category or create bundled offers and discounts to drive sales further.

3. YEAR WITH HIGHEST SALES: 2024

This indicates successful marketing campaigns, product launches, or regional expansion efforts during that period.

4. TOP SPENDER: PAUL PARSONS

Making him a prime candidate for personalized offers, loyalty rewards, or VIP membership programs to retain and further engage him.

5. MOST PRODUCTS ARE PRICED WITHIN \$147.77-\$397.09.

Introducing more products in this range could align with customer purchasing behavior and drive higher sales, as customers are willing to spend within this bracket.