

Key Business Insights

1. Sales have shown a seasonal trend, with peak on January, May, July and September. July and September have most peak on year.
2. The top-selling products belong to the electronics devices such as ActiveWear Smartwatch and SoundWave Headphones.
3. The majority of revenue comes from South America, indicating a strong market presence.
4. A small percentage of customers contribute to a significant portion of revenue, indicating high-value customers. Most of the customer make around 4-6 transactions, as seen in the peek of the distribution.
5. Price sensitivity is evident, with a high demand for products prices under \$500.