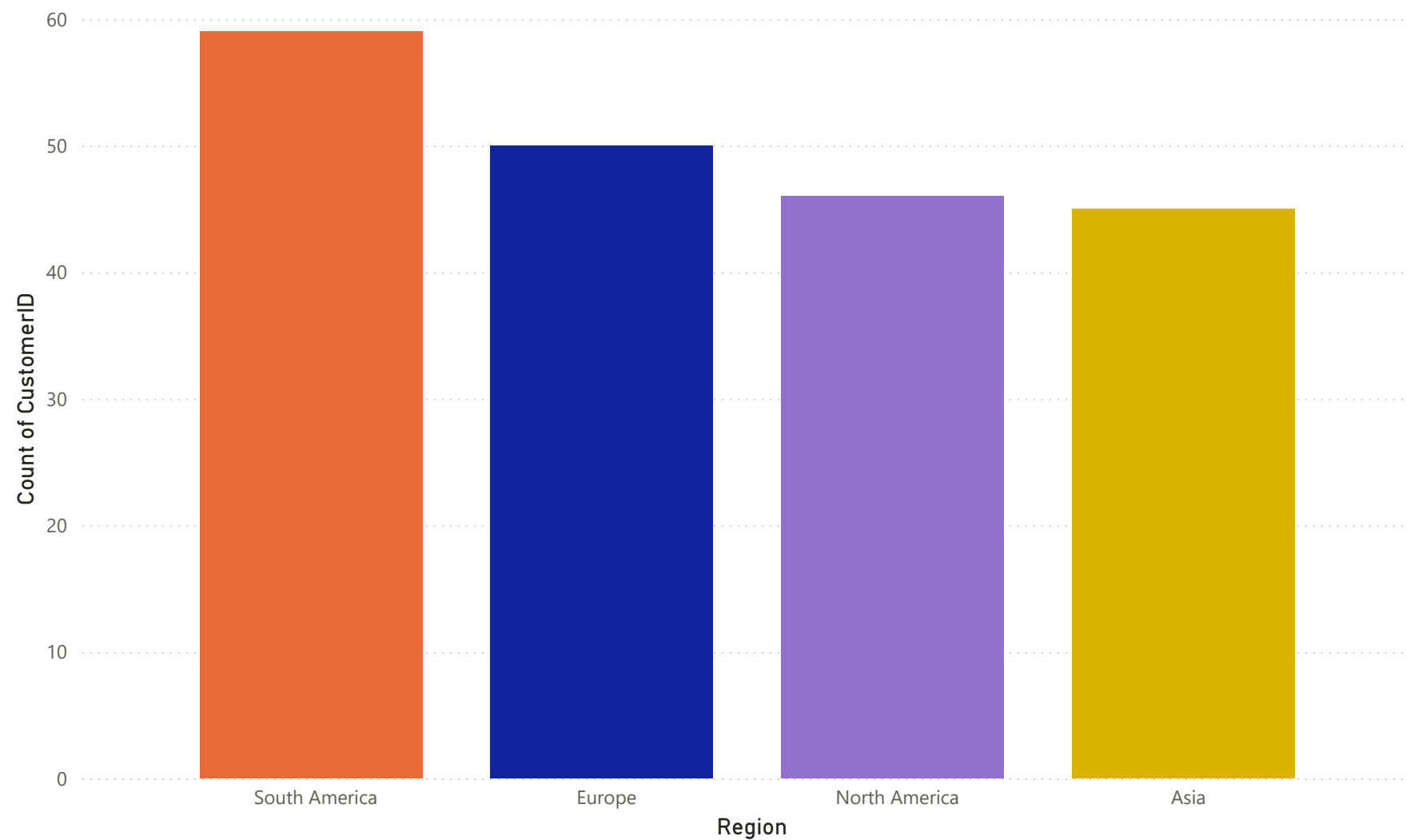


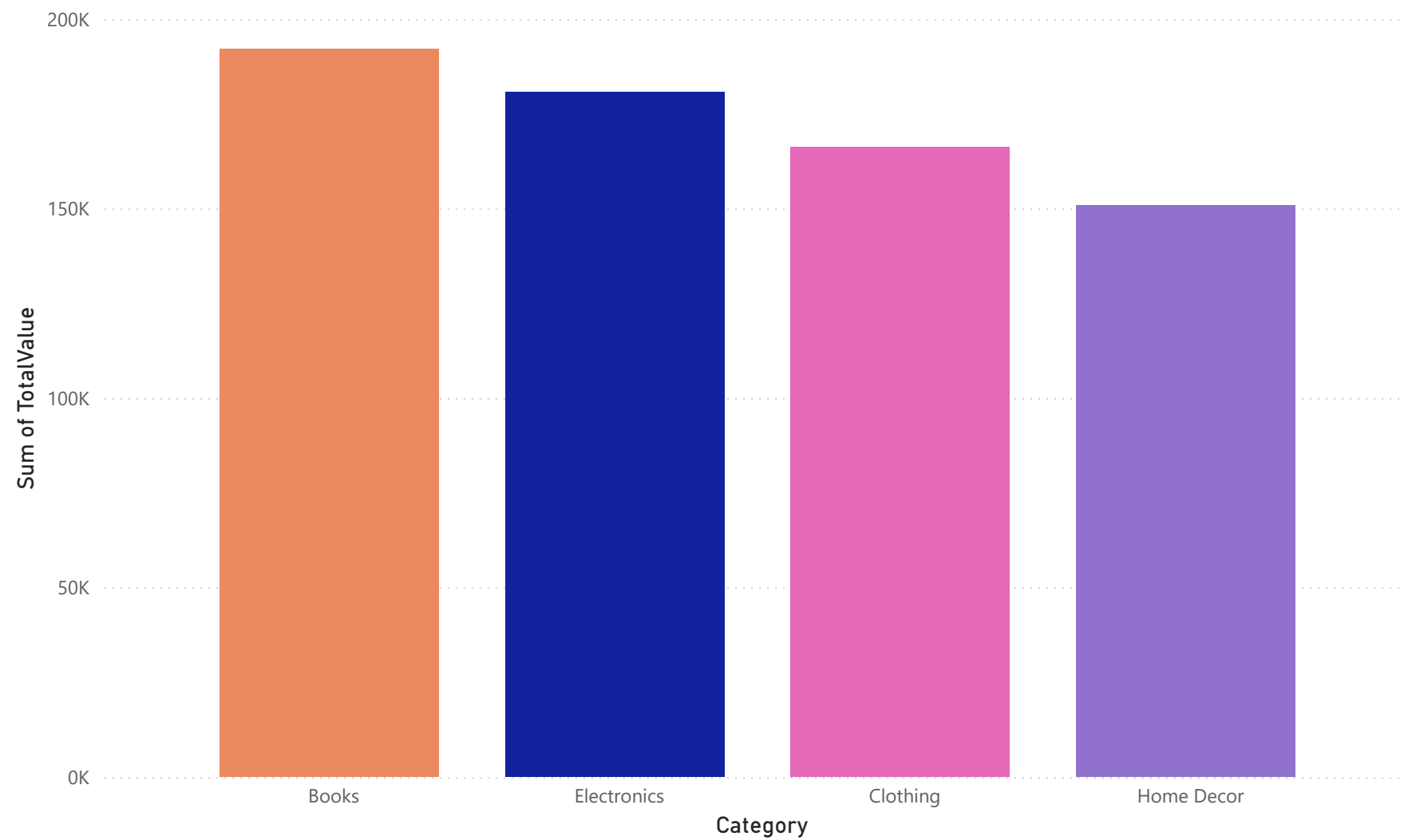
Count of CustomerID by Region



Customer Distribution by Region

South America has the highest number of customers (59), followed by Europe (50), North America (46), and Asia (45). This highlights a strong customer base in South America and Europe, suggesting region-specific marketing campaigns to sustain growth in these areas.

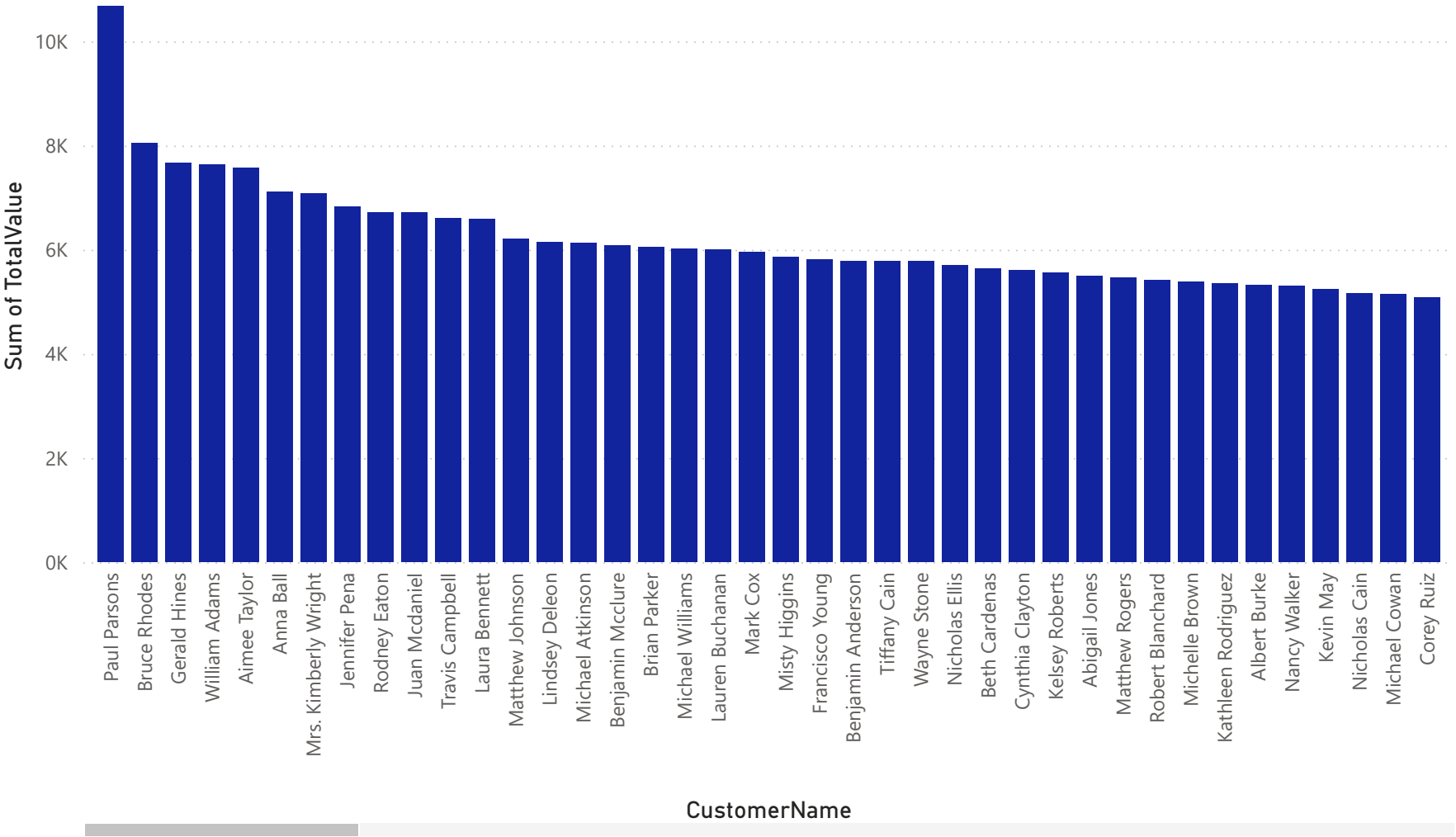
Sum of TotalValue by Category



Top Revenue-Generating Category

The product category generating the highest revenue is **Books**, contributing \$192,147.47, followed closely by **Electronics** with \$180,783.50. Focusing on expanding the product line within these categories could maximize revenue, with particular attention to **Books**, which is currently the highest performer.

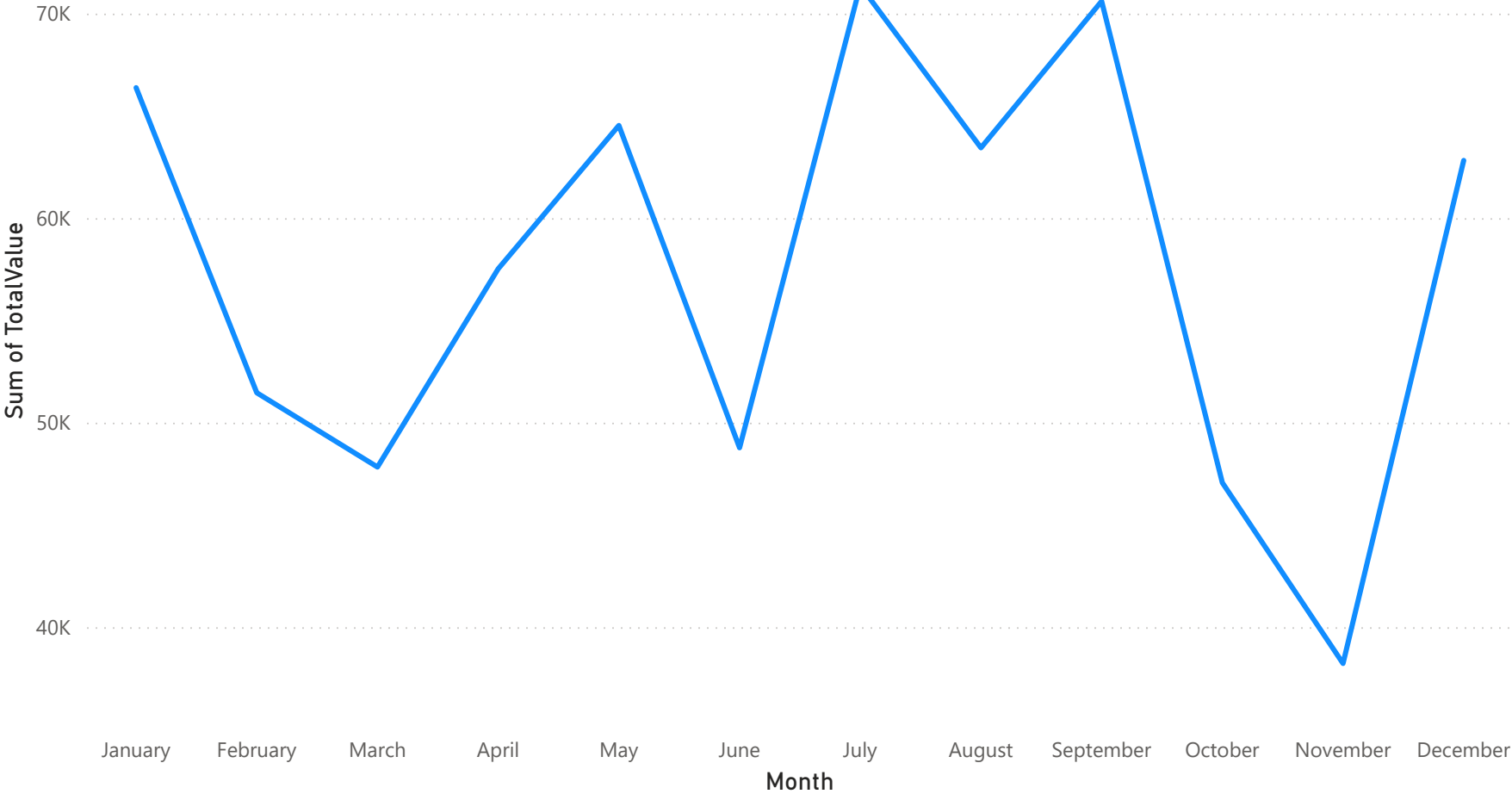
Sum of TotalValue by CustomerName



Top Spending Customers

A small group of customers (top 10%) contributes disproportionately to revenue, with **Paul Parsons** leading this group, contributing \$10,673.87. Identifying and rewarding these loyal customers through exclusive programs can enhance retention, ensuring they continue to contribute significantly to revenue

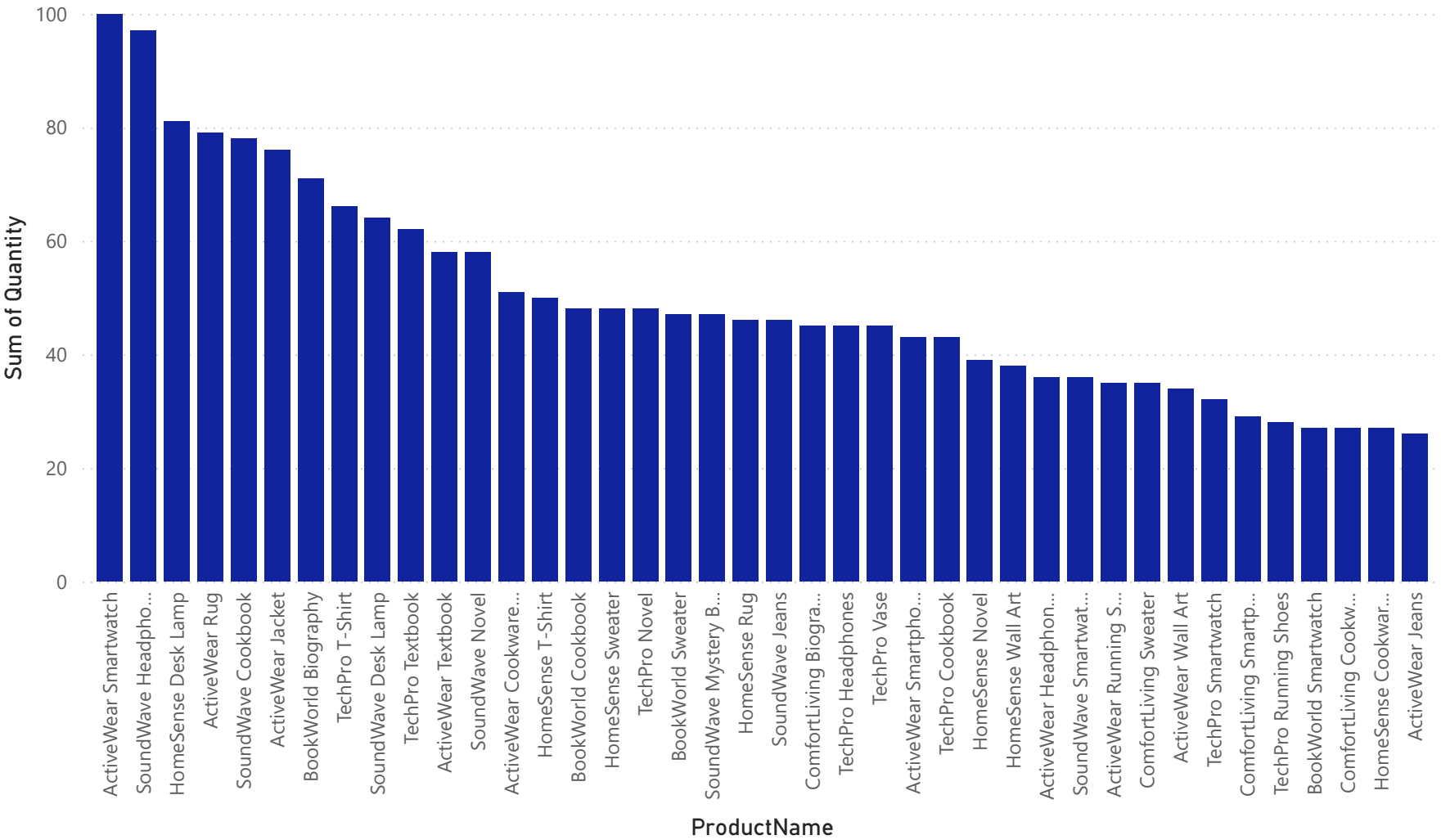
Sum of TotalValue by Month



Seasonal Sales Trends

Sales peaked from **July to September**, with **\$71,366.39** in July. The lowest sales were recorded in **November** at **\$38,224.37**. To optimize revenue, offering promotions during the peak months (July to September) and addressing the dip in November could help sustain growth.

Sum of Quantity by ProductName



Most Popular Products

The most frequently purchased product is the **Active Wear Smartwatch**, with **100 units sold**. It is followed closely by the **Soundwave Headphones** in terms of demand. Stocking up on these popular items will help meet customer demand and prevent stockouts.