1. *Regional Revenue Contribution:*
    a. Certain regions are contributing significantly more revenue compared to others (S America Highest). The top-performing regions can be prioritized, for targeted marketing campaigns and customer acquisition efforts.

```
South America   219352.56
Europe          166254.63
North America   152313.40
Asia            152074.97
```

2. *Revenue Growth Trend:*
    a. The monthly revenue trend shows seasonal patterns in customer spending. Utilising these patterns can help businesses plan promotions and management effectively to match demand during peak periods.

3. *Top Product Categories:*
    a. Certain product categories are generating the highest revenue. Investing more in these categories through promotions, new product launches, better management can maximise profits.

```
Category
Books        192147.47
Electronics  180783.50
Clothing     166170.66
Home Decor   150893.93
```

4. *Product Pricing Plan*
    a. The heatmap indicates the relationship between product price, quantity sold, and total value. A strong positive correlation between price and total value indicates that higher-priced products significantly contribute to revenue. This insight suggests the potential viability of premium pricing strategies for specific product categories.

5. *Customer by Region and Category*
    a. By analyzing the intersection of region and category, we can identify the most popular product categories in specific regions. This enables region-specific product marketing and strategic distribution planning.