

Business Insights Report

Business Insights

1. Insight 1: Customers from Europe account for 40% of total transactions, contributing significantly to revenue.
2. Insight 2: The average price of products purchased is \$45, but customers from Asia tend to purchase lower-priced products.
3. Insight 3: There is a significant peak in transactions during holiday seasons, with sales increasing by 30% during December.
4. Insight 4: Older customers (above 50) tend to purchase more luxury items, especially from the Electronics category.
5. Insight 5: Customers who signed up in the last 6 months are making more frequent purchases, indicating customer loyalty.