

Business Insights Report

Business Insight 1: Total Revenue per Region

Total Revenue per Region:

Region

South America 219352.56

Europe 166254.63

North America 152313.40

Asia 152074.97

Business Insight 2: Top 10 Popular Products

Top 10 Popular Products by Quantity Sold:

ProductName

ActiveWear Smartwatch 100

SoundWave Headphones 97

HomeSense Desk Lamp 81

ActiveWear Rug 79

SoundWave Cookbook 78

ActiveWear Jacket 76

BookWorld Biography 71

TechPro T-Shirt 66

SoundWave Desk Lamp 64

TechPro Textbook 62

Business Insight 3: Monthly Sales Trend

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Monthly Sales Trend:

TransactionDate

2023-12	3769.52
2024-01	66376.39
2024-02	51459.27
2024-03	47828.73
2024-04	57519.06
2024-05	64527.74
2024-06	48771.18
2024-07	71366.39
2024-08	63436.74
2024-09	70603.75
2024-10	47063.22
2024-11	38224.37
2024-12	59049.20

Freq: M

Business Insight 4: Average Order Value by Customer

Average Order Value by Customer:

3467.314371859297

Business Insight 5: Product Category Revenue Contribution

Revenue by Product Category:

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Category	
Books	192147.47
Electronics	180783.50
Clothing	166170.66
Home Decor	150893.93