

Insights Report

Summary of Insights

1. Region with the Highest Number of Customers:

- South America has the highest number of customers (59).

2. Most Popular Product Category:

- The "Books" category is the most popular, with 26 products.

3. Average Transaction Value:

- The average transaction value is \$690.00.

4. Peak Sales Month:

- July 2024 was the peak sales month, with total sales of \$71,366.39.

5. Preferred Purchase Quantity:

- The most common purchase quantity is 4 units, suggesting a preference for bulk purchases.