

Business Insights Report

=====

1. Customer Analysis

- Total Customers: 200
- Average Transactions per Customer: 5.03
- Average Customer Spend: \$3,467.31

2. Product Analysis

- Total Products: 100
- Average Price: \$267.55
- Price Range: \$16.08 - \$497.76
- Top Categories by Revenue:

Category

Books	192147.47
Electronics	180783.50
Clothing	166170.66

3. Sales Analysis

- Total Revenue: \$689,995.56
- Average Transaction Value: \$690.00
- Most Active Region: South America

4. Regional Performance

	Total Sales (\$)	Avg Transaction (\$)	Number of Transactions
Region			
Asia	152074.97	697.59	218
Europe	166254.63	710.49	234
North America	152313.40	624.24	244
South America	219352.56	721.55	304