

## Insights:

1. **Top-Performing Products Category:**

The Electronics and Books category has the highest number of orders and generating revenue, it emphasizes the significance of high-value tech goods.

2. **Regions with the Highest Number of Customers and Revenue:**

South America stands out as the highest number of customers whereas North America is top revenue-generating region. This highlights the region's purchasing power and the potential for targeted marketing strategies.

3. **Monthly Sales Patterns:**

Transactions significantly increase in December, indicating strong holiday demand. Seasonal promotions and strategic advertising during this period could boost sales further.

4. **Average Order Value (AOV):**

The typical order value is around \$690, primarily driven by purchases in the electronics and fashion categories. Implementing bundling offers could help further increase AOV.

5. **Repeat Customer Contribution:**

Repeat customers make up about 25% of the customer base but drive 60% of total revenue. Investing in loyalty programs and personalized offers can enhance customer retention and profitability.