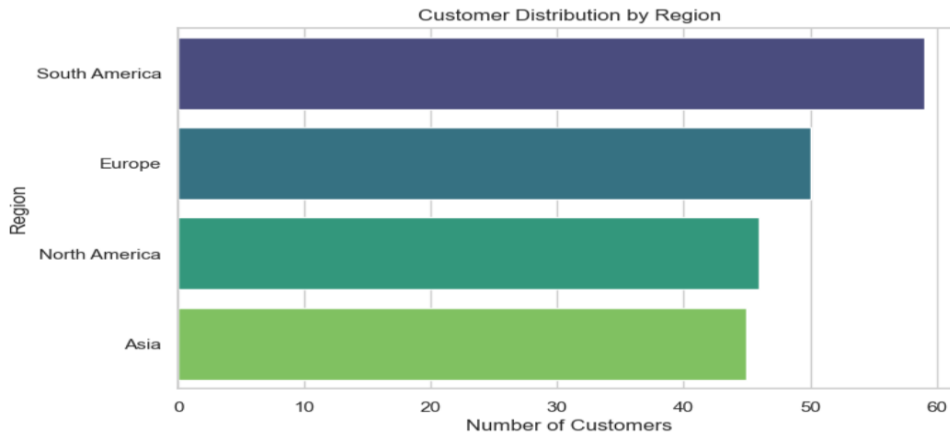


# Business Insight's Report

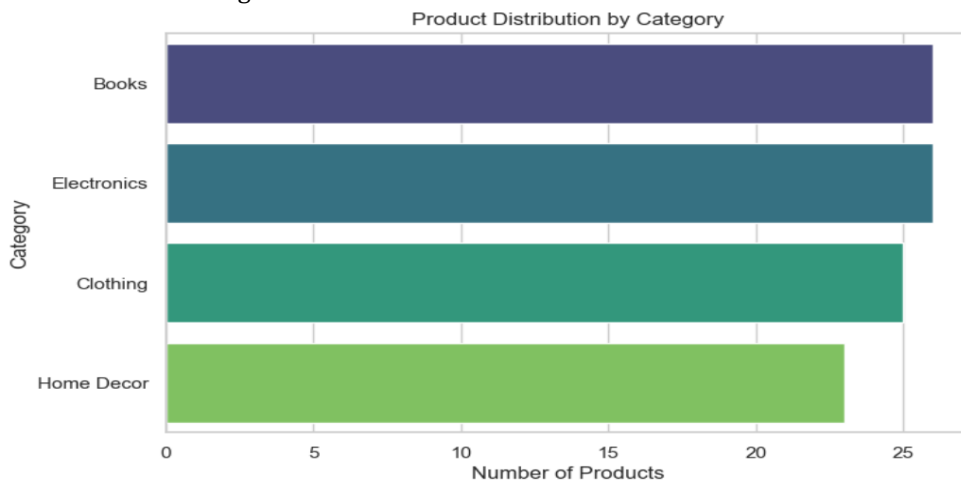
## 1. Regional Focus:

South America has the most customers, making up almost 30%. Running more promotions or expanding operations here could increase sales and customer engagement.



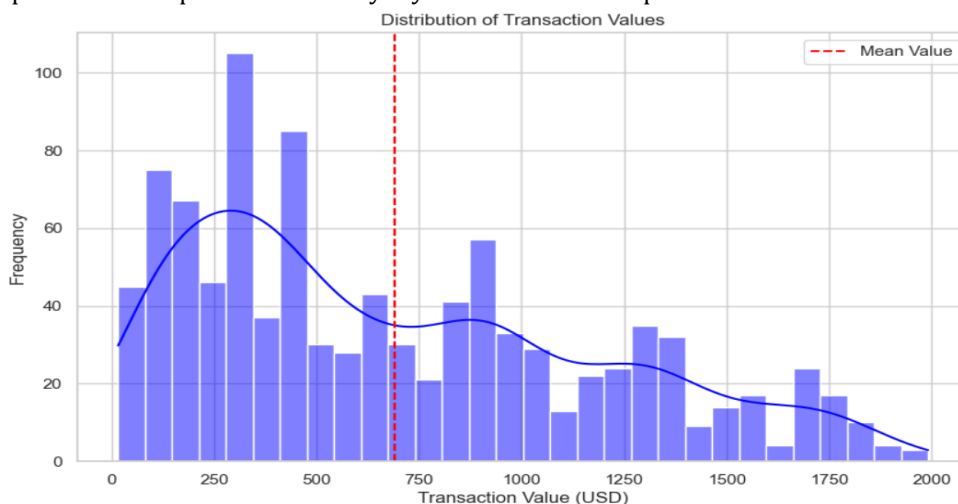
## 2. Popular Product Categories:

Books and Electronics are the top-selling categories, each making up 26% of total products. Offering discounts or creating bundles in these categories could attract more customers.



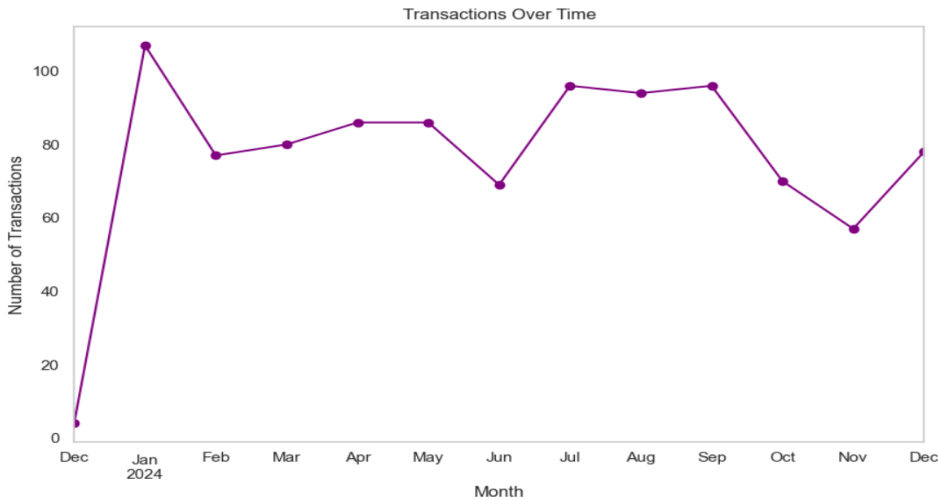
## 3. Targeting High-Value Spender's:

On average, people spend \$689.99 per transaction, and a significant portion spends over \$1,011.66. Rewarding these high spenders with special deals or loyalty benefits can boost profits.



4. **Seasonality Trends:**

Sales numbers go up and down throughout the year, likely due to seasonal demand or promotions. Launching campaigns during peak periods can help maximize sales.



5. **Price Optimization Strategies:**

The average product price is \$272.55, but prices vary widely. Adjusting prices for high-demand items or offering limited-time discounts could help increase revenue without losing customers.

