

Business Insights

- The top-performing category is books, generating 192147.47 USD in revenue.
- Customers who signed up after 2020 account for 200 out of 200 customers
- The average price of products is 267.55 USD.
- The region with the highest revenue is south america, contributing 219352.56 USD.
- The majority of customers are from South America, making it the dominant region in the dataset, followed by Europe, North America, and Asia.
- Price data shows a wide range from \$16.08 to \$497.76, with a mean of \$267.55, indicating significant variability. The distribution is slightly negatively skewed, suggesting a tendency for higher-priced items.
- The quantity of products sold is consistently low (mainly 1 to 4 items), with a nearly symmetric distribution and slight negative skewness.