Business Insights:

1. Most transactions originate from South America (304), making it the primary market to focus on.

2. Books are the most purchased category (270 transactions), indicating a strong preference for educational content.

3. Peak transaction months are January (107), August, and September, suggesting seasonal demand.

4. High correlation between Quantity and TotalValue (0.92) implies that larger orders directly impact revenue.

5. Electronics and Home Decor have higher average prices, making them significant contributors to revenue.