**1. Sales Analysis**

* **Monthly Sales**: $252 | **Average Sales**: $12.60 | **Profit Margin**: 5.00%
* **Observation**:  
  Modest sales and low profit margins indicate opportunities to optimize costs and promote higher-tier subscriptions.

**2. Monthly User Trends**

* **Top Months**:
  + **October**: 524 users
  + **July**: 481 users
* **Low Months**:
  + **February**: 12 users
  + **March**: 19 users
* **Observation**:  
  Peak engagement occurs in October and summer months. Underperforming months (Feb-May) need targeted campaigns.

**3. Revenue by Age Group**

* **Adult**: 80.62% | **Youth**: 12.38% | **Old**: 7.00%
* **Observation**:  
  Adults dominate the revenue base. Youth and older users can be targeted with discounts and tailored offers.

**4. Gender Distribution**

* **Adults**: Female: 1023 | Male: 993
* **Youth**: Female: 143 | Male: 164
* **Observation**:  
  A balanced gender ratio exists; youth males slightly dominate, indicating opportunities for gender-focused marketing.

**5. Subscription Analysis**

* **Basic**: 39.87% | **Standard**: 30.61% | **Premium**: 29.51%
* **Observation**:  
  Basic plans dominate due to price sensitivity. Upselling Premium and Standard plans can improve profits.

**6. Global Revenue Insights**

* **Top Countries**: USA, Spain, Canada
* **Revenue Range**: $5,664 (max) to $2,237 (min)
* **Observation**:  
  The USA leads, but geographic expansion into new markets could diversify revenue streams.

**7. Key Recommendations**

1. **Target Low-Performing Months**: Offer promotions in February-May.
2. **Youth Engagement**: Introduce affordable student or youth-focused plans.
3. **Promote Premium Plans**: Highlight exclusive content and benefits to upgrade Basic users.
4. **Geographic Growth**: Focus on emerging markets beyond USA, Spain, and Canada.
5. **Gender Campaigns**: Leverage balanced demographics for tailored marketing strategies.