

Business insights

1. Product Pricing Strategy:

- **Premium Product Segments:** Categories with the highest average prices may be treated as premium offerings. Focus promotions on targeting lower-priced segments to attract more budget-conscious customers.
- **Skewed Price Distributions:** If the price distribution is skewed, it may present an opportunity to introduce mid-range products, bridging the gap between high-end and low-end offerings.

2. Popular Product Categories:

- **Core Offerings:** Categories with the highest product counts indicate the company's key product focus. Marketing efforts should be concentrated on these categories to reinforce the core brand identity.

3. Price Distribution:

- **Potential for Mid-Range Products:** Skewed price distributions suggest an opportunity to introduce mid-range products, providing customers with more options between the lower and higher price ranges.

4. Top-Selling Products:

- **Revenue Drivers:** Products generating the most revenue should be prioritized in terms of inventory management and promotions. Consider strategies like increasing stock or creating bundle offers to drive further sales.

5. High-Value Customers:

- **Retention Focus:** Customers who contribute the most to revenue should be a key focus for retention strategies. Offering personalized rewards or loyalty programs can help maintain these relationships and ensure continued revenue growth.

6. Revenue Peaks:

- **Seasonal Marketing:** Spikes in revenue during specific periods (e.g., holidays) suggest that targeted campaigns could capitalize on these peaks. Timing promotions to coincide with these peaks can boost engagement.

7. Underperforming Products:

- **Evaluate or Discontinue:** Products with low sales should be evaluated for potential discontinuation or offered at a discount to clear inventory. It's also worth reassessing whether these products align with market demand or if they need repositioning.

8. Customer Purchase Patterns:

- **Loyalty Programs:** Customers who make frequent purchases are ideal candidates for loyalty programs. Their preferences can also inform personalized offers that increase engagement and retention.

9. Regional Customer Distribution:

- **Expansion Opportunities:** Regions with the highest customer counts (e.g., North America, Europe) indicate strong brand presence, while underrepresented regions (e.g., Africa, South America) suggest areas for potential market expansion and targeted campaigns.

10. Signup Trends Over Time:

- **Effective Marketing:** An upward trend in signups signals that marketing strategies are effective. Spikes during certain periods (e.g., holiday seasons) suggest that targeted offers during these times are particularly successful.

11. Retention Based on Signup Duration:

- **Loyalty Indicators:** Customers with longer signup durations (e.g., over 2 years) are likely loyal and should be nurtured for retention. Conversely, newer customers may churn if early engagement strategies (e.g., welcome emails) are not optimized.

12. Signup Growth by Year:

- **Growth Stagnation:** Analyzing year-over-year signup growth helps identify if acquisition efforts are scaling effectively. Stagnant growth might point to market saturation or increased competition, signaling the need for new strategies.

13. Days Since Signup Analysis:

- **Engagement Gaps:** A concentration of new signups suggests current marketing efforts are effective. However, a decline in engagement over time signals potential gaps in post-signup retention strategies, requiring improved customer engagement after initial signup.