Five Business Insights

1. Regional Insights on Customer Signups

Insight: South America had the highest number of customer signups overall. However, signup trends varied by year:

- **2022**: South America dominated signups.

- **2023**: Europe had the highest signups.

- **2024**: North America led in signups.

Example: "The shift in regional signup trends highlights an opportunity to tailor marketing strategies regionally, focusing on Europe in 2023 and North America in 2024."

2. Product Price and Sales Distribution

Insight: Most product prices ranged between **200 and 300**, but price distribution varied by category:

- Books: **150 to 420**

- Electronics: **170 to 400**

- Home Decor: **140 to 310**

- Clothing: **120 to 300**

Example: "Electronics and books had wider price ranges, suggesting a broader customer base, while clothing and home decor had more consistent pricing."

3. Product Performance: Best-Selling Product

Insight: Product **P029** achieved the highest total sales, generating **~190,000** in revenue.

Example: "Focusing on expanding inventory or cross-selling opportunities for P029 could drive further growth in sales."

4. Monthly and Seasonal Trends

Insight: Average transactions peaked in **May**, indicating a strong seasonal sales trend during this period.

Example: "Promotional campaigns or inventory boosts in May could capitalize on this seasonal spike."

5. Customer Spending Analysis

Insight: Customer **C0141** had the highest spending, with total spending of around **11,000**. High-spending customers contributed significantly to overall revenue.

Example: "Loyalty programs targeting top-spending customers, like C0141, can help retain key contributors to revenue."