

### 1. Region-Based Customer Concentration:

- "Region *South America* accounts for the majority of customers, making it a potential area for targeted marketing and promotional campaigns."

### 2. Revenue Contribution:

- "The *Electronics* category generates the highest revenue, suggesting it should be prioritized for inventory restocking and marketing efforts."

### 3. Sign-Up Trends Over Time:

- "Customer sign-up rates peaked in 2024, likely due to a successful marketing campaign or external trend, providing insights into effective promotional periods."

### 4. Products Driving Sales:

- "Product *P029 (Electronics)* and *Product Books* contributes the most to total revenue, indicating its popularity and scope for cross-selling or bundling opportunities."

### 5. Customer Spending Patterns:

- "Approximately 20% of customers contribute to 80% of total revenue, highlighting the importance of identifying and retaining high-value customers through loyalty programs."