Business Insights Summary

1.) Regional Customer Distribution:

- Customers are distributed across various regions with counts indicating the customer density per region.
- This insight highlights the regions with the highest and lowest customer presence.

2.) Revenue Contribution by Product Category:

- Product categories were ranked based on total revenue generated.
- Categories contributing the most to revenue can guide inventory and marketing priorities.

3.) High-Value Customers:

- Identified the top 10% of customers contributing the highest revenue.
- These customers represent significant revenue opportunities and warrant focused retention efforts.

4.) Signup Trends Over Time:

- Analysed customer signups quarterly to identify growth or decline trends.
- This helps evaluate the impact of marketing campaigns and seasonal variations.

5.) Price Sensitivity and Sales:

- Grouped products into price ranges and evaluated their contribution to sales volume and revenue.
- Revealed which price ranges drive the most sales and revenue, aiding pricing strategy decisions.