

# Business Insights Report

## 1. **\*\*Customer Distribution by Region\*\***:

- South America has the highest number of customers, followed by North America and Asia.
- This indicates a strong market presence in South America, which can be leveraged for targeted marketing.

## 2. **\*\*Customer Signup Trends\*\***:

- Customer signups have been steadily increasing, with a significant spike in 2024.
- This suggests that recent marketing efforts or product launches have been effective in attracting new customers.

## 3. **\*\*Monthly Sales Trends\*\***:

- Sales peak during mid-year (June-July) and year-end (November-December).
- These peaks are likely due to seasonal promotions or holidays, and businesses should focus on maximizing sales during these periods.

## 4. **\*\*Top-Selling Products\*\***:

- Products like P067 (ComfortLiving Bluetooth Speaker) and P057 (ActiveWear Smartphone) are the top sellers.
- These products should be prioritized for inventory management and promotional activities.

## 5. **\*\*Product Price Distribution\*\***:

- Most products are priced between \$100 and \$300, with a few high-end products priced above \$400.
- This indicates a balanced pricing strategy catering to both mid-range and premium customers.