

# 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 campaigns.

## 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 revenue 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.