Explain to us who is/are the ideal customer(s) for Mailbird. Why?

The ideal customer for Mailbird:

* **It is a person** (a woman is preferable, because there are 2 times more of them with status 1 than men).
* **Age from 30 to 80 years.** It is interesting situation with age, because there are many customers younger, than 20 with status 1, but they don't bring us much income compared to older buyers. The older the buyer, the more revenue he makes. The average income brought by one customer under 30 is **almost 2 times** less than one customer over 50 (35,18 vs 69,25).
* **He should have an activated account.** As expected, customers, who with an activated account bring more income than opposite. The average income brought by a customer with activated account is **107%** **more** than a customer without it (81,86 vs 39,41).
* **It should be a “Gmail” ESP.** It gives us 65,28% of revenue and only 26.58% of our customers use it (this direction works better than others). Mostly, our customers are using “Zoho”, but it seems, that we have a problem with that, because our customers try this and don't activate their accounts. Also “Gmail” has the biggest average age and “Zoho” has the lowest one. This confirms our age theory.
* **It should be account number 2 or 4,** because 93,54% of our customers are using it and it gives us 88,54% of Revenue. There is no point in considering other options.