

Business Insights

- **From "Monthly Sales Trends" image - Sales Fluctuations:** The graph reveals significant month-to-month fluctuations in sales. This suggests potential seasonality factors or marketing campaign impacts that influence sales performance.
- **From "Distribution of Customer Lifetime Value" image: Right-Skewed Distribution:** The majority of customers have a lower CLTV, with a smaller number of high-value customers. This suggests a significant portion of revenue may be driven by a relatively small group of customers.
- **From "Sales by Region" image: South America Dominates:** South America demonstrates the highest total sales among the regions, indicating a significant market presence or strong performance in that region.
- **From "Customer Purchase Frequency" image: Majority of Customers Make Fewer Purchases:** The histogram shows that the majority of customers have made a relatively small number of transactions, with the highest frequency occurring in the range of 5-6 transactions. This suggests that a significant portion of the customer base may not be highly engaged with the business.
- **From "Signup Trends" image: Seasonality:** The graph shows a clear seasonal pattern in signups, with peaks occurring around the start of each year (January) and a significant dip in signups around the middle of the year (July). This suggests that signups may be influenced by seasonal factors such as holidays or back-to-school periods.