**1. Customer Behavior Analysis**

* **Insights**:
  + Segment customers based on purchasing habits.
  + Identify loyal vs. churned customers.
  + Understand seasonal buying trends

**2. Sales and Revenue Trends**

* **Insights**:
  + Monthly/yearly sales trends.
  + Top-selling products or services.
  + Impact of discounts or promotions on sales.

**3. Marketing Campaign Effectiveness**

* **Insights**:
  + Which campaigns had the highest ROI?
  + Customer demographics most responsive to marketing.