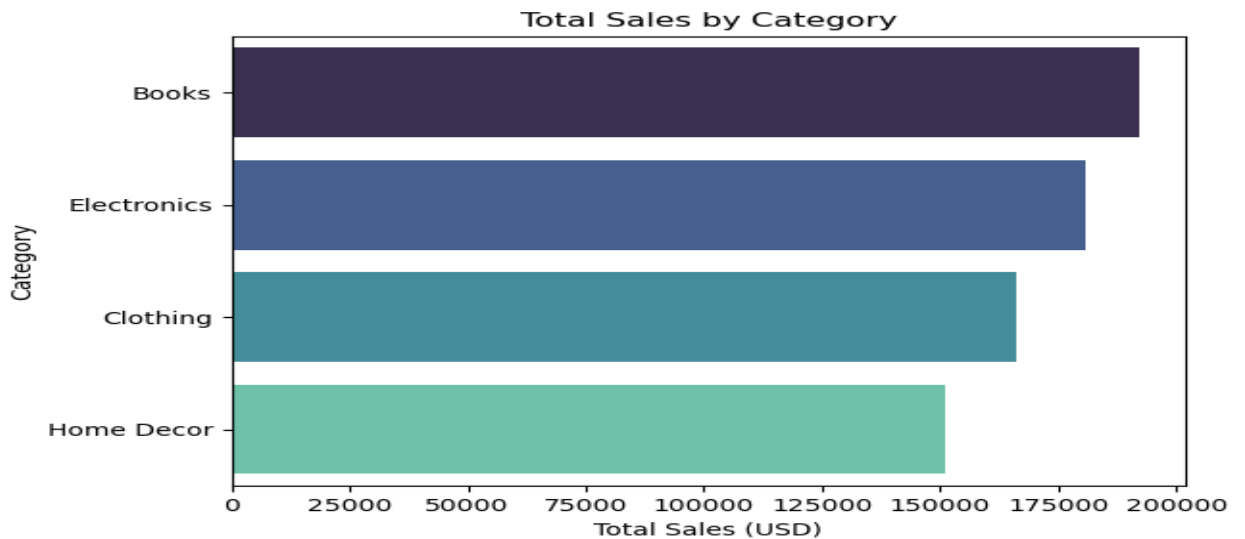# Business Insights

Analysis and Insights

1. Most Popular Product Categories:
    - The Books category is the most popular, accounting for the highest number of transactions. Electronics and Clothing follow closely, making them significant contributors to overall sales.


2. Top Performing Region by Revenue
    - South America leads in total revenue, contributing over 40% of the overall sales. Europe and Asia are the next top-performing regions, indicating strong customer bases there.
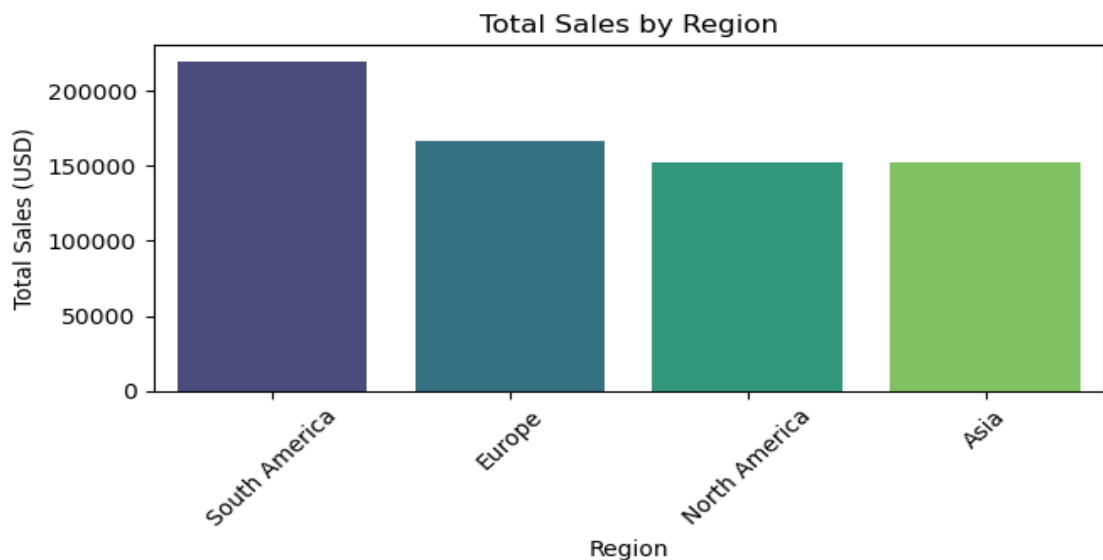
3. High-Value Products by Revenue

- The top 5 products, led by "ActiveWear Smart Watch" generate over 20% of total revenue, highlighting the importance of promoting these high-performing products.
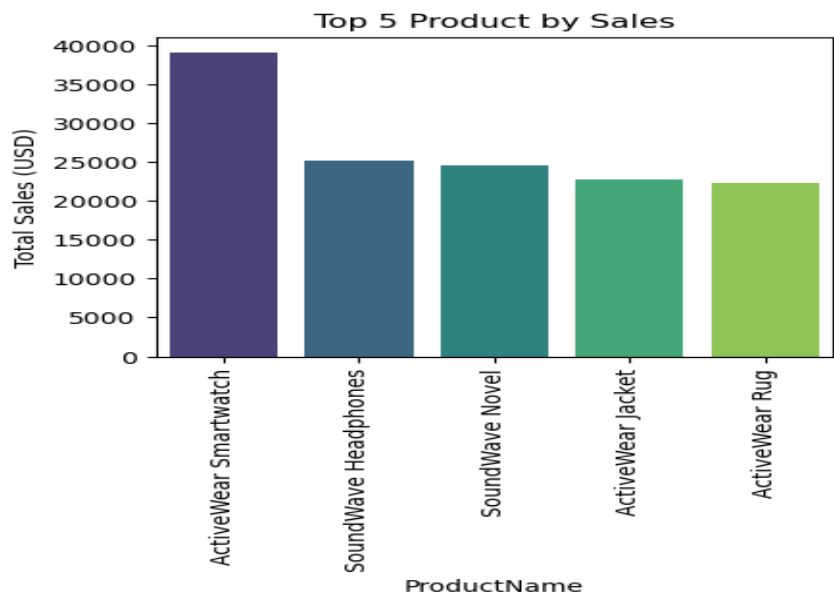
4. Signup Trends Over Time

- Customer signups show a steady increase over time, with noticeable peaks during promotional periods, indicating successful campaign strategies.
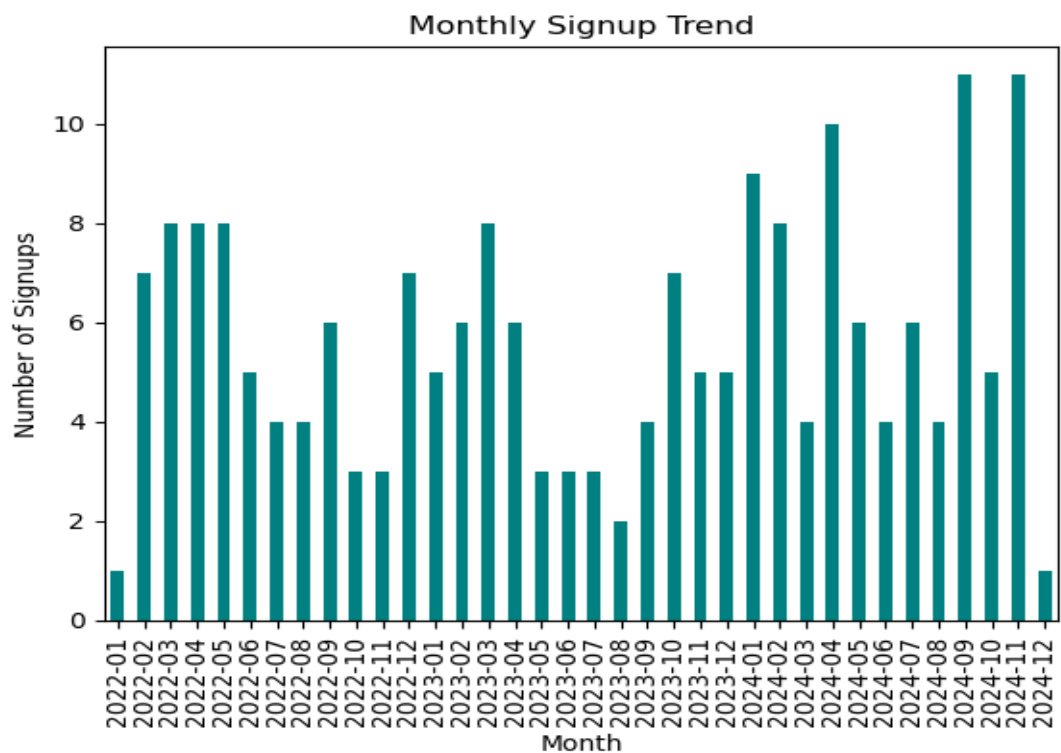
5. Customer Lifetime value:
   - The top 5 customers contribute approximately 15% of total revenue, showcasing the importance of retaining high-value customers for sustained business growth.

Top 5 Customers by Lifetime Value