**Overview**

This dashboard shows how users are interacting with the product, which features they use the most, and how that relates to total revenue. It helps the team understand usage trends, active user behavior, and which areas need attention.

**Key Observations**

1. **High Total Revenue and User Count**
   * Total revenue has reached over **6 million**, with **120,000 total users** recorded.
2. **Active vs. Inactive Users**
   * About **39,600 users are active**, while a large number of users have **expired (40,151)** or are still on **trial (40,211)**.
3. **User Activity Over Time**
   * User numbers go up and down across months, but the trend is mostly stable.
   * A drop was seen in December 2022 and March 2023, which may need attention.
4. **Feature Engagement**
   * Features like **Dashboard** and **Settings** are used the most.
   * Less usage is seen for **Profile** and **Notifications**, suggesting they may not be as useful or visible to users.
5. **Revenue by Action**
   * Most revenue comes from **Feature Usage**, followed by **Login** and **Transactions**.
   * This shows that engaging users with features leads to more revenue.
6. **Monthly Feature and Revenue Analysis**
   * Months like **March, July, and October** show high revenue and feature usage, which may be linked to product updates or campaigns.