# Insight Summary – Business Performance Dashboard

Project Title: Customer Subscription & Transaction Dashboard

Dataset: Customer Subscription and Transaction Details (CSV)

Tool Used: Tableau

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## Overview

This dashboard visualizes key business metrics from a subscription-based product. It focuses on understanding customer demographics, subscription behavior, and revenue trends. The data includes customer details, subscription types, prices, locations, referral channels, and transactions (initial and renewals).

## Sheet-by-Sheet Insights

### 1. Bar Chart – Customer Count by Subscription Type

Insight: The BASIC plan has the highest number of subscribers, but the PRO and MAX plans generate more revenue per user.  
Interpretation: BASIC is popular due to affordability, while higher plans offer premium features that attract fewer but high-value customers.

### 2. Map – Customer Distribution by Country

Insight: The majority of users are concentrated in a few urban or developed regions, especially the United States, UK, and Canada.  
Interpretation: The product has a strong footprint in English-speaking countries. Localized marketing may expand reach.A map of countries/regions with different colors

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### 3. Line Chart – Monthly Revenue Trend

Insight: Revenue follows a cyclical pattern, with a clear spike in Q4, especially in October and November.  
Interpretation: This may be influenced by holiday season promotions or end-of-year marketing pushes.A graph of a graph

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### 4. Scatterplot – Subscription Price vs Age Group

Insight: Younger users (18–34) tend to prefer lower-priced plans, while older users (45–64) lean toward more expensive or PRO/MAX plans.  
Interpretation: Pricing and features may be aligned to target user segments more effectively.A screenshot of a computer

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### 5. Treemap – Subscription Referral Type

Insight: Google Ads and Word of Mouth are the top referral sources, especially for high-value plans.  
Interpretation: Paid marketing is effective, buA screenshot of a computer screen

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## Dashboard-Level Insights

- The KPI cards show:  
 • Total Revenue: Significant, driven mostly by PRO and MAX usersA screenshot of a computer

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 • Total Customers:A screenshot of a computer

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 • Average Subscription Price: A screenshot of a computer

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- Filters for gender, region, and plan type allow stakeholders to explore user segments interactively.  
- Actions like clicking on bar or map regions allow dynamic filtering across charts, enhancing usability.

## Key Business Takeaways

1. Targeted Upselling Opportunity: Focus marketing efforts on converting BASIC users in the 25–34 age group to PRO using trial upgrades or feature teasers.  
2. Regional Expansion Potential: Invest in localization or regional campaigns for non-English-speaking countries where presence is low.  
3. Referral Optimization: Since Word of Mouth performs well, incentivizing referrals through loyalty rewards could reduce acquisition cost.

## Files Included for Submission

- Tableau Project.twb – Interactive dashboard workbook  
- Customer\_Subscription\_And\_Transaction\_Details.csv – Dataset  
- screenshots/ – Dashboard preview images  
- insights\_summary.docx – This document A screenshot of a computer screen

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