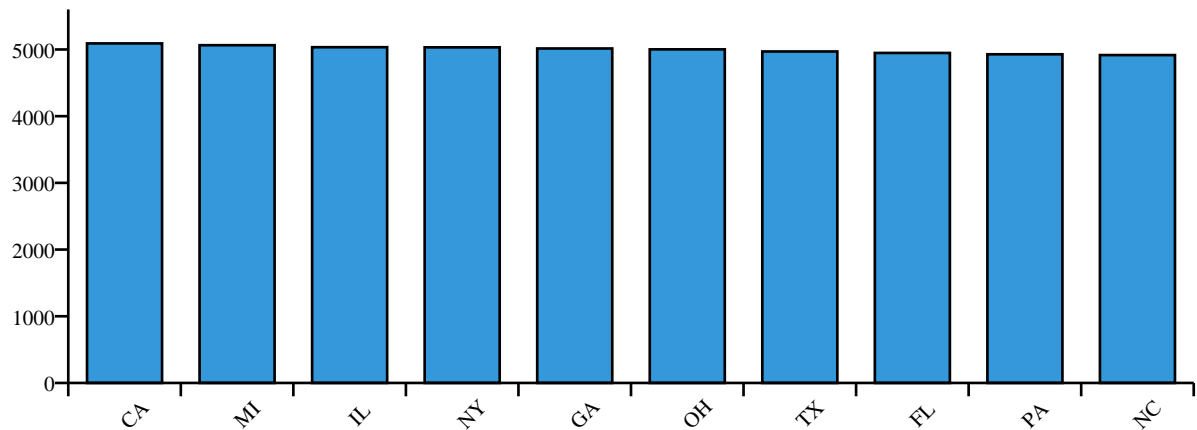


Top 10 States by Total Customers

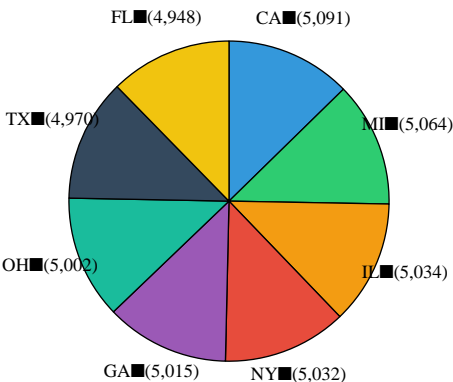
Generated: September 23, 2025

The data shows the top 10 states by total number of customers, with California leading at 5091 customers. The differences among the top states are relatively small, indicating a broad distribution of customers across these regions.

Data Distribution



Top Items Distribution



Key Metrics

State

CA

Total Customers: 5091

State

MI

Total Customers: 5064

State

IL

Total Customers: 5034

State

NY

Total Customers: 5032

State

GA

Total Customers: 5015

State

OH

Total Customers: 5002

State

TX

Total Customers: 4970

State

FL

Total Customers: 4948

State

PA

Total Customers: 4928

State

NC

Total Customers: 4916

Detailed Results

State	Customer Count
CA	5,091
MI	5,064
IL	5,034
NY	5,032
GA	5,015
OH	5,002
TX	4,970
FL	4,948
PA	4,928
NC	4,916

Key Insights

- 1 Customer counts are closely distributed among the top 10 states, with less than 200 customers separating the highest and lowest in this group.
- 2 California leads, but other states such as Michigan, Illinois, and New York are close behind, indicating a broad and even market presence.

Detailed Findings

- CA has the highest number of customers: 5091
- MI: 5064 customers
- IL: 5034 customers
- NY: 5032 customers
- GA: 5015 customers
- OH: 5002 customers
- TX: 4970 customers
- FL: 4948 customers
- PA: 4928 customers
- NC: 4916 customers

Recommendations

- ✓ Focus marketing efforts on top states to maintain or grow customer base
- ✓ Investigate reasons for high customer counts in these states
- ✓ Explore opportunities in states not listed in the top 10

Limitations

- No information on time period of data collection
- No demographic or segmentation details
- Only top 10 states shown

Next Steps

- Analyze customer growth trends over time
- Segment customers by additional attributes (e.g., age, product)
- Compare with other states not in top 10