

1. It can be clearly observed that 94% of the customers are repeat or loyal customers which contribute around 99% of total revenue. This highlights a high dependency on loyal clients, necessitating targeted retention strategies (e.g., loyalty programs, personalized engagement). Rest 6% customers are first time buyers which contributes to 1% revenue, highlighting need for the efforts to improve new customer conversion rates.
2. Many people signed up in the year 2022 and 2023, but still there were NO transactions in these years. Almost all the transactions happened in the year 2024
3. Product ID P059 is the highest selling product, but this is NOT the highest revenue product. The highest revenue product is P029.
4. The Top 5 most important customers in terms of total spending are:
 - a. Bruce Rhodes
 - b. Gerald Hines
 - c. Aimee Taylor
 - d. Paul Parsons
 - e. William Adams
5. Majority of the customer sign up in the in first 4 months and the last 4 months. The customer acquisition is weak in the middle months.