SQL Insights

1. The top 5 selling product categories can help **optimize inventory management** and **promote high-demand products**.

2. A **higher retention rate** means customers are satisfied and return for more purchases. A low retention rate might indicate issues with pricing, product quality, or customer service.

3. Identifying inactive customers allows businesses to **send targeted promotions** or **reactivation emails** to bring them back.

4. Helps optimize payment options.

5. Countries with high revenue can be targeted for **localized marketing strategies**.

6. Helps identify **high-value customers** for marketing campaigns.

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8. Helps in targeting marketing campaigns to the most profitable age groups.

9. Identifies **loyal customers** who make frequent purchases.

10. Helps businesses measure **customer loyalty** and

    retention efforts.