

(1) Area Distribution of Customers

- The bulk of customers are located in the East; it is followed by the North, indicating that these areas form the greatest revenue drivers.
- Concentrated marketing in these areas can bring about improved engagement and sales.

(2) Products in High Demand

- The best-selling product, whose sale is the largest in terms of revenue, is 'P0001.'
- This product and similar ones should be kept stocked in order to avoid stockouts and to fulfill the demand from customers.

(3) Seasonal Sales Trends

- Sales spiked considerably during the holiday season (for instance, December), suggesting that this is a period of high seasonal demand.
- Promotion and stock-ups during these periods may help take advantage of the heightened consumer spending.

(4) Signup Trends

- The specific months with the greatest signups were also present, which indicates the marketing strategies or campaigns worked rather well.
- Assessing the spurts that happened can be useful for insights as to how to achieve the same results.

(5) Price-Sensitive Customers

- Midrange pricing between \$20 and \$50 is what customers like, as they account for the bulk of sales transactions.
- The company could have more midrange products and discounts for the high-priced products to help capture market share.