The analysis reveals that the user base has a total of 286 registered users, with 330 orders placed, leading to an average order amount of $238.67. However, the last month saw no new sign-ups, indicating a stagnation in user acquisition. Order status distribution shows 73.33% of orders are completed, while 6.67% are canceled. Notably, 276 users have never made a purchase, highlighting a potential opportunity for engagement and conversion. There were no recorded orders in the past year to indicate trends or peaks in activity. The top-performing user (ID 66) has only placed one order.

Actionable Insights:

1. Implement targeted marketing campaigns aimed at the 276 inactive users to encourage their engagement and conversion into paying customers.

2. Analyze and optimize the user onboarding process to enhance retention and conversion, focusing on the lack of recent user sign-ups.