

# Business Insights

1. The majority of customers are concentrated in North America, indicating a potential market focus.
2. Most products are priced between 10and50, suggesting a mid-range pricing strategy.
3. Sales have shown a steady increase over the past year, indicating growing customer engagement.
4. Certain product categories consistently generate higher sales, highlighting potential areas for inventory focus.
5. Analyzing signup dates reveals that most customers joined in the last year, suggesting a recent marketing push.