

# Zenera Labs — AI Data Analyst Report

Zenera Labs

## Data Dictionary

| Column                           | Semantic Type | Null % | Unique Values | Description                                                                                          |
|----------------------------------|---------------|--------|---------------|------------------------------------------------------------------------------------------------------|
| Acquisition_Channel              | categorical   | 0.0    | 5             | Categorical column inferred from name and value distribution for 'Acquisition_Channel'.              |
| Churn_Date                       | datetime      | 77.67  | 62            | Date or timestamp column inferred from name 'Churn_Date'.                                            |
| City                             | categorical   | 0.0    | 20            | Categorical column inferred from name and value distribution for 'City'.                             |
| Customer_ID                      | id            | 0.0    | 300           | Identifier column inferred from name 'Customer_ID'.                                                  |
| Customer_Segment                 | categorical   | 0.0    | 3             | Categorical column inferred from name and value distribution for 'Customer_Segment'.                 |
| Monthly_Revenue_INR              | currency      | 0.0    | 123           | Monetary or amount column inferred from name 'Monthly_Revenue_INR'.                                  |
| Monthly_Revenue_INR_outlier_flag | categorical   | 0.0    | 2             | Categorical column inferred from name and value distribution for 'Monthly_Revenue_INR_outlier_flag'. |
| Plan                             | categorical   | 0.0    | 3             | Categorical column inferred from name and value distribution for 'Plan'.                             |
| Signup_Date                      | datetime      | 0.0    | 263           | Date or timestamp column inferred from name 'Signup_Date'.                                           |
| State                            | categorical   | 0.0    | 14            | Categorical column inferred from name and value distribution for 'State'.                            |

| Column                   | Semantic Type | Null % | Unique Values | Description                                                                                  |
|--------------------------|---------------|--------|---------------|----------------------------------------------------------------------------------------------|
| Subscription_Status      | categorical   | 0.0    | 2             | Categorical column inferred from name and value distribution for 'Subscription_Status'.      |
| Support_Tickets          | numeric       | 0.0    | 13            | Numeric column inferred from dtype and values for 'Support_Tickets'.                         |
| Usage_Hours              | numeric       | 0.0    | 253           | Numeric column inferred from dtype and values for 'Usage_Hours'.                             |
| Usage_Hours_outlier_flag | categorical   | 0.0    | 2             | Categorical column inferred from name and value distribution for 'Usage_Hours_outlier_flag'. |

## Dataset Summary

### Categorical Summaries

#### Categorical Summaries.Acquisition Channel

| Field                                           | Value |
|-------------------------------------------------|-------|
| categorical_summaries.Acquisition_Channel.count | 300   |

#### Categorical Summaries.Acquisition Channel.Top Values

| count | value      |
|-------|------------|
| 73    | referral   |
| 71    | organic    |
| 64    | google ads |
| 50    | linkedin   |
| 42    | sales      |

| Field                                                  | Value |
|--------------------------------------------------------|-------|
| categorical_summaries.Acquisition_Channel.unique_count | 5     |

## Categorical Summaries.City

| Field                            | Value |
|----------------------------------|-------|
| categorical_summaries.City.count | 300   |

## Categorical Summaries.City.Top Values

| count | value      |
|-------|------------|
| 30    | Delhi      |
| 25    | Bhopal     |
| 20    | Ahmedabad  |
| 18    | Pune       |
| 18    | Chandigarh |

| Field                                   | Value |
|-----------------------------------------|-------|
| categorical_summaries.City.unique_count | 20    |

## Categorical Summaries.Customer Id

| Field                                   | Value |
|-----------------------------------------|-------|
| categorical_summaries.Customer_ID.count | 300   |

## Categorical Summaries.Customer Id.Top Values

| count | value     |
|-------|-----------|
| 1     | cust-0001 |
| 1     | cust-0002 |
| 1     | cust-0003 |
| 1     | cust-0004 |
| 1     | cust-0005 |

| Field                                          | Value |
|------------------------------------------------|-------|
| categorical_summaries.Customer_ID.unique_count | 300   |

## Categorical Summaries.Customer Segment

| Field                                        | Value |
|----------------------------------------------|-------|
| categorical_summaries.Customer_Segment.count | 300   |

## Categorical Summaries.Customer Segment.Top Values

| count | value      |
|-------|------------|
| 121   | startup    |
| 106   | smb        |
| 73    | enterprise |

| Field                                               | Value |
|-----------------------------------------------------|-------|
| categorical_summaries.Customer_Segment.unique_count | 3     |

## Categorical Summaries.Monthly Revenue Inr Outlier Flag

| Field                                                        | Value |
|--------------------------------------------------------------|-------|
| categorical_summaries.Monthly_Revenue_INR_outlier_flag.count | 300   |

## Categorical Summaries.Monthly Revenue Inr Outlier Flag.Top Values

| count | value |
|-------|-------|
| 254   | False |
| 46    | True  |

| Field                                                               | Value |
|---------------------------------------------------------------------|-------|
| categorical_summaries.Monthly_Revenue_INR_outlier_flag.unique_count | 2     |

## Categorical Summaries.Plan

| Field                            | Value |
|----------------------------------|-------|
| categorical_summaries.Plan.count | 300   |

### Categorical Summaries.Plan.Top Values

| count | value      |
|-------|------------|
| 139   | basic      |
| 115   | pro        |
| 46    | enterprise |

| Field                                   | Value |
|-----------------------------------------|-------|
| categorical_summaries.Plan.unique_count | 3     |

### Categorical Summaries.State

| Field                             | Value |
|-----------------------------------|-------|
| categorical_summaries.State.count | 300   |

### Categorical Summaries.State.Top Values

| count | value          |
|-------|----------------|
| 51    | Maharashtra    |
| 42    | Madhya Pradesh |
| 30    | Delhi          |
| 28    | Gujarat        |
| 27    | Tamil Nadu     |

| Field                                    | Value |
|------------------------------------------|-------|
| categorical_summaries.State.unique_count | 14    |

### Categorical Summaries.Subscription Status

| Field                                           | Value |
|-------------------------------------------------|-------|
| categorical_summaries.Subscription_Status.count | 300   |

### Categorical Summaries.Subscription Status.Top Values

| count | value   |
|-------|---------|
| 233   | active  |
| 67    | churned |

| Field                                                  | Value |
|--------------------------------------------------------|-------|
| categorical_summaries.Subscription_Status.unique_count | 2     |

### Categorical Summaries.Usage Hours Outlier Flag

| Field                                                | Value |
|------------------------------------------------------|-------|
| categorical_summaries.Usage_Hours_outlier_flag.count | 300   |

### Categorical Summaries.Usage Hours Outlier Flag.Top Values

| count | value |
|-------|-------|
| 279   | False |
| 21    | True  |

| Field                                                       | Value |
|-------------------------------------------------------------|-------|
| categorical_summaries.Usage_Hours_outlier_flag.unique_count | 2     |

| Field   | Value |
|---------|-------|
| columns | 14    |

### Null Counts

| Field                                        | Value |
|----------------------------------------------|-------|
| null_counts.Acquisition_Channel              | 0     |
| Field                                        | Value |
| null_counts.Churn_Date                       | 233   |
| Field                                        | Value |
| null_counts.City                             | 0     |
| Field                                        | Value |
| null_counts.Customer_ID                      | 0     |
| Field                                        | Value |
| null_counts.Customer_Segment                 | 0     |
| Field                                        | Value |
| null_counts.Monthly_Revenue_INR              | 0     |
| Field                                        | Value |
| null_counts.Monthly_Revenue_INR_outlier_flag | 0     |
| Field                                        | Value |
| null_counts.Plan                             | 0     |
| Field                                        | Value |
| null_counts.Signup_Date                      | 0     |
| Field                                        | Value |
| null_counts.State                            | 0     |
| Field                                        | Value |
| null_counts.Subscription_Status              | 0     |
| Field                                        | Value |
| null_counts.Support_Tickets                  | 0     |
| Field                                        | Value |
| null_counts.Usage_Hours                      | 0     |

| Field                                | Value |
|--------------------------------------|-------|
| null_counts.Usage_Hours_outlier_flag | 0     |

## Numeric Summaries

### Numeric Summaries.Monthly Revenue Inr

| Field                                        | Value              |
|----------------------------------------------|--------------------|
| numeric_summaries.Monthly_Revenue_INR.count  | 300                |
| Field                                        | Value              |
| numeric_summaries.Monthly_Revenue_INR.max    | 74400              |
| Field                                        | Value              |
| numeric_summaries.Monthly_Revenue_INR.mean   | 12097.333333333334 |
| Field                                        | Value              |
| numeric_summaries.Monthly_Revenue_INR.median | 5800.0             |
| Field                                        | Value              |
| numeric_summaries.Monthly_Revenue_INR.min    | 1000               |
| Field                                        | Value              |
| numeric_summaries.Monthly_Revenue_INR.q1     | 1800.0             |
| Field                                        | Value              |
| numeric_summaries.Monthly_Revenue_INR.q3     | 11100.0            |
| Field                                        | Value              |
| numeric_summaries.Monthly_Revenue_INR.std    | 17962.543512925295 |

### Numeric Summaries.Support Tickets

| Field                                    | Value              |
|------------------------------------------|--------------------|
| numeric_summaries.Support_Tickets.count  | 300                |
| Field                                    | Value              |
| numeric_summaries.Support_Tickets.max    | 12                 |
| Field                                    | Value              |
| numeric_summaries.Support_Tickets.mean   | 4.846666666666667  |
| Field                                    | Value              |
| numeric_summaries.Support_Tickets.median | 5.0                |
| Field                                    | Value              |
| numeric_summaries.Support_Tickets.min    | 0                  |
| Field                                    | Value              |
| numeric_summaries.Support_Tickets.q1     | 2.0                |
| Field                                    | Value              |
| numeric_summaries.Support_Tickets.q3     | 7.0                |
| Field                                    | Value              |
| numeric_summaries.Support_Tickets.std    | 2.9865622493293666 |

## Numeric Summaries.Usage Hours

| Field                               | Value |
|-------------------------------------|-------|
| numeric_summaries.Usage_Hours.count | 300   |
| Field                               | Value |
| numeric_summaries.Usage_Hours.max   | 199.3 |

| Field                                | Value              |
|--------------------------------------|--------------------|
| numeric_summaries.Usage_Hours.mean   | 48.99333333333333  |
| Field                                | Value              |
| numeric_summaries.Usage_Hours.median | 33.55              |
| Field                                | Value              |
| numeric_summaries.Usage_Hours.min    | 3.4                |
| Field                                | Value              |
| numeric_summaries.Usage_Hours.q1     | 19.725             |
| Field                                | Value              |
| numeric_summaries.Usage_Hours.q3     | 63.675             |
| Field                                | Value              |
| numeric_summaries.Usage_Hours.std    | 43.690229373372276 |

| Field | Value |
|-------|-------|
| rows  | 300   |

## Unique Counts

| Field                             | Value |
|-----------------------------------|-------|
| unique_counts.Acquisition_Channel | 5     |
| Field                             | Value |
| unique_counts.Churn_Date          | 62    |
| Field                             | Value |
| unique_counts.City                | 20    |
| Field                             | Value |
| unique_counts.Customer_ID         | 300   |

| Field                                          | Value |
|------------------------------------------------|-------|
| unique_counts.Customer_Segment                 | 3     |
| Field                                          | Value |
| unique_counts.Monthly_Revenue_INR              | 123   |
| Field                                          | Value |
| unique_counts.Monthly_Revenue_INR_outlier_flag | 2     |
| Field                                          | Value |
| unique_counts.Plan                             | 3     |
| Field                                          | Value |
| unique_counts.Signup_Date                      | 263   |
| Field                                          | Value |
| unique_counts.State                            | 14    |
| Field                                          | Value |
| unique_counts.Subscription_Status              | 2     |
| Field                                          | Value |
| unique_counts.Support_Tickets                  | 13    |
| Field                                          | Value |
| unique_counts.Usage_Hours                      | 253   |
| Field                                          | Value |
| unique_counts.Usage_Hours_outlier_flag         | 2     |

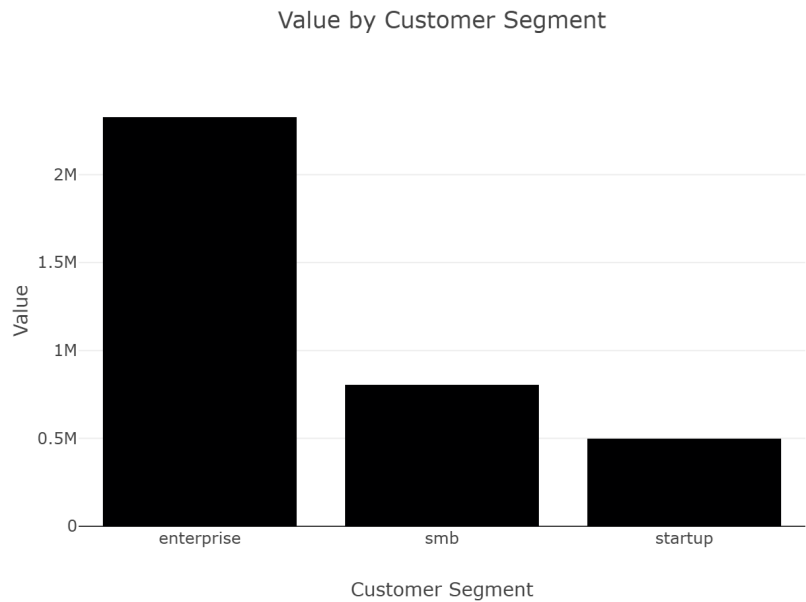
## Computed Metrics

| Customer_Segment | value   |
|------------------|---------|
| enterprise       | 2326700 |
| smb              | 804200  |

| Customer_Segment | value  |
|------------------|--------|
| startup          | 498300 |

Charts

comparison:group\_by\_aggregate



LLM Insights

- **Highest Revenue Generator:** The **Enterprise** segment generates the largest share of total monthly revenue at 2,326,700.
- **Mid-Tier Performance:** The **SMB** segment brings in 804,200 in monthly revenue.
- **Lowest Revenue Segment:** The **Startup** segment contributes the smallest monthly revenue amount at 498,300.

Recommendations

- **Protect Core Revenue:** Maintain key account management and customer success efforts for the **Enterprise** segment, as it accounts for the largest portion of monthly revenue.
- **Gather Further Data for Expansion:** Request additional metrics (such as customer count, average revenue per user [ARPU], churn rate, and cost to serve) before making strategic resource allocation decisions between SMB and Startup segments, as the current evidence only contains

aggregate monthly revenue totals.