Insights from the EDA performed on the dataset

1)Customer Distribution by Region:
There are more customers from South America than any other region, followed by Asia, Europe, and North America.

2)Customer Sign-ups by Year:
A large number of customers signed up in 2024, while 2023 also saw significant sign-ups, indicating a steady increase in new customers over time.

3)Customer Sign-ups by Month:
The months March, July, and December have the highest number of sign-ups, potentially reflecting promotional campaigns or seasonality.

4)Missing Data:
 There are no missing values in the dataset, which makes the analysis more straightforward.

5)Signup Pattern:
Sign-ups are spread across all months and years, with some peaks in specific months. This could be related   to marketing campaigns or external factors.