

# Task - 1

## Exploratory Data Analysis (EDA) and Business Insights

- 1. Strong Retention in North America:** North America shows consistent customer signups throughout the years, suggesting effective customer retention strategies in place. Businesses should focus on maintaining this momentum while improving customer experience.
- 2. Signups Peaked in 2024:** There has been a surge in signups in early 2024, which might be the result of new campaigns or product offerings. This trend could be leveraged for additional growth.
- 3. Potential for Growth in Europe:** While Europe has moderate signup numbers, there are periods with high activity. Targeted campaigns during these peak periods could increase engagement.
- 4. Impact of Year-End Campaigns:** The data shows a slight increase in signups towards the end of each year, indicating successful year-end promotions. Companies can enhance these efforts to boost sales.
- 5. Opportunity for Asia-Pacific Growth:** Despite steady performance, Asia's growth is slower compared to other regions. Focused initiatives such as localization or market-specific offers could help tap into this large market.