

EDA:

1. The total customer sign-ups increased each year, with the highest in 2024.
2. Asia's sign-ups grew steadily from 13 in 2022 to 16 in both 2023 and 2024, showing some growth.
3. North America showed the highest growth, with sign-ups rising significantly from 10 in 2022 to 28 in 2024.
4. South America saw a decline in sign-ups from 25 in 2022 to 20 in 2023, which remained constant in 2024.
5. Europe's sign-ups peaked in 2023 (19) but dropped slightly to 15 in 2024, showing some fluctuation.

Electronics dominate sales: Products in the "Electronics" category (e.g., P029, P039, P083) have high sales values, indicating strong customer demand.

Home Decor performs well: Product P079 from the "Home Decor" category ranks among the top products by sales, highlighting its popularity.

Books have consistent demand: Several products in the "Books" category (e.g., P048, P062) show strong sales, demonstrating steady interest in this category.

Clothing has moderate performance: Clothing products (e.g., P020, P059, P019) have sales that are significant but lower compared to Electronics and Books, suggesting room for growth.

Focus on high-performing products: P029 (Electronics) and P048 (Books) are the top two products, making them potential candidates for further promotion or investment.