

EDA Summary:

1. **Total Customers:** 200 unique customers are in the dataset.
2. **Regions Represented:** Customers come from 4 regions—South America, Europe, North America, and Asia.
3. **Customers Per Region:**
 - South America: 59 customers (29.5%)
 - Europe: 50 customers (25%)
 - North America: 46 customers (23%)
 - Asia: 45 customers (22.5%)
4. **Signup Date Range:** Customers signed up between January 22, 2022, and December 28, 2024.
5. **Signup Trends by Year:**
 - 2022: 64 signups
 - 2023: 57 signups
 - 2024: 79 signups

Next Steps:

I will derive business insights from this analysis.

Business Insights from EDA:

1. **Regional Focus:** South America has the highest customer base (29.5%), indicating a strong regional presence. Business strategies could focus on maintaining growth here while exploring opportunities in other regions like Asia (22.5%).
2. **Increasing Signup Trend:** Customer signups increased from 2022 (64) to 2024 (79), reflecting an average yearly growth. Sustaining this growth requires targeted marketing and customer acquisition strategies.
3. **Balanced Regional Distribution:** Each region contributes roughly 20–30% to the customer base, suggesting a diversified market. Efforts to evenly penetrate all regions can enhance stability.
4. **Peak Signup in 2024:** The year 2024 saw the highest signups. Evaluating marketing campaigns or events during this period could reveal success factors to replicate.
5. **Consistent Data Availability:** With no missing values, the dataset supports reliable customer behavior analysis and predictive modeling for retention strategies.