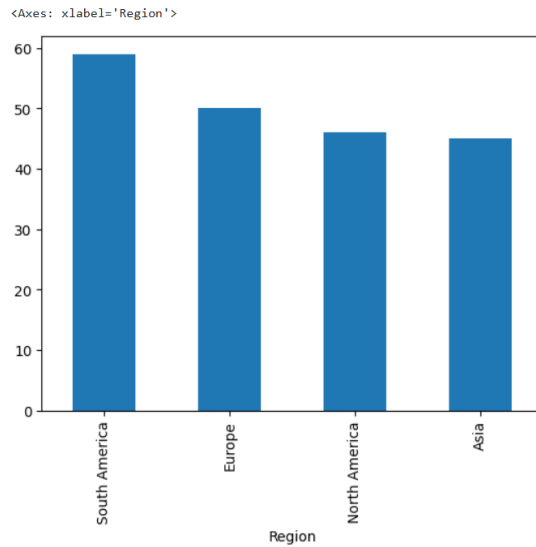**Region Distribution**:

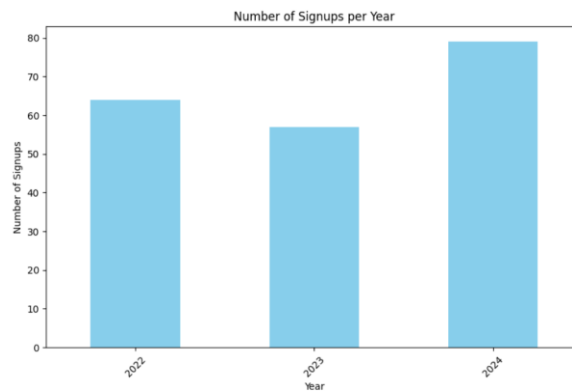- o Number of customers are from each region

  Observed that South America has maximum number of customers.
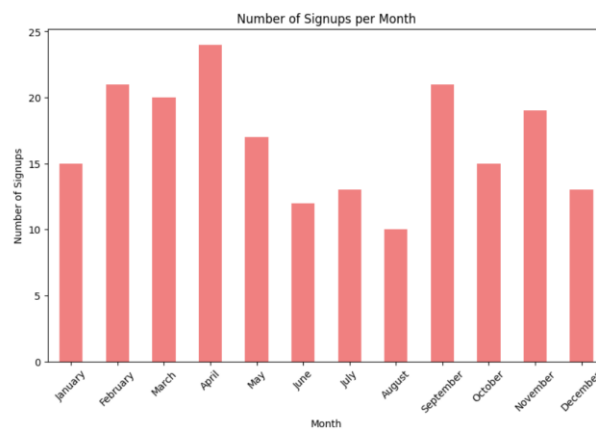

- o

Signup Date Analysis:

- o number of customers that signed up in each year/month.
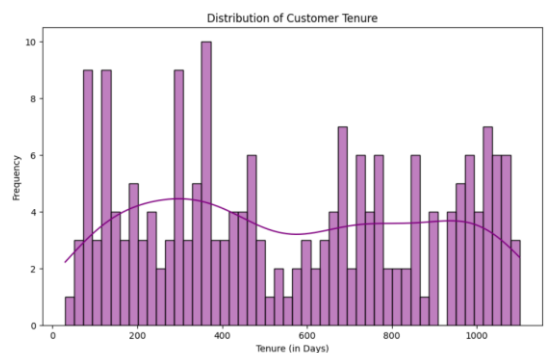

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Customer Retention and Cohort Analysis

Group customers based on their SignupDate and analyze how long customers stay active after signing up

Customer Growth and Acquisition Rate