

# Business Analytics Report: Customers Dataset

## Exploratory Data Analysis Report:

### Dataset Overview

The dataset contains information about customers, including their unique ID, name, region, and signup date. This analysis focuses on understanding customer distribution across regions and signup trends over time.

### Key Insights

1. The region with the highest number of customers is **Asia**, accounting for the majority of the customer base. This indicates a strong presence in this region.
2. The peak month for customer signups was **July 2023**, suggesting a possible seasonal or promotional event driving signups.
3. Customer distribution is uneven, with some regions showing significantly lower engagement, which could be targeted for growth.
4. Signup trends show consistent growth over time, reflecting increasing customer interest and engagement.
5. The dataset highlights opportunities to explore **region-specific strategies** for improving customer acquisition.

### Visualizations Summary

Bar charts and line plots were used to visualize region distribution and monthly signup trends. These visualizations highlight key patterns, such as regional disparities and peak periods for customer signups.