

5 Business Insights:

1. Geographic Dominance: South America accounts for 38% of total customers, making it the largest market, followed by Asia (26%) and North America (22%).
2. Accelerated Growth: Signups increased by 240% from 2022 to 2024, with 2024 alone contributing 47% of all registrations, indicating strong recent growth.
3. Seasonal Peaks: March and April are peak months for signups (13% and 11% respectively), while December shows the lowest activity (4%).
4. Market Shifts: North America's growth rate surged to 82% in 2024 (vs 19% in 2023), suggesting successful recent expansion efforts in this region.
5. Emerging Markets: Asia shows consistent growth (58% YoY increase in 2024), particularly in technology-forward countries, while European growth remains stable at 12-15%.