

Title: EDA

Business Insights:

1. Customer Distribution by Region:

South America has the highest customer count (59), while Asia has the lowest (45). This indicates that South America is a strong market, but there's potential to target Asia for expansion.

2. Year-on-Year Growth:

Signups increased from 64 in 2022 to 79 in 2024, showing consistent growth. This trend highlights the effectiveness of marketing strategies or customer outreach during this period.

3. Monthly Signup Trends:

April (24 signups) and February (21 signups) are peak months, suggesting seasonal factors or specific campaigns might influence these spikes.

Targeting these months with additional promotions could maximize customer acquisition.

4. Seasonal Weak Points:

August had the fewest signups (10), signaling a need to investigate and address potential causes, such as low customer engagement or insufficient marketing during this period.

5. Growth Opportunities:

The steady increase in yearly signups combined with regional disparities shows an opportunity to increase presence in underperforming regions, like Asia and North America, to achieve balanced growth.