

# Business Insights Report

1. South America is the leading region in customer count with 59 customers, indicating it could be a key focus area for marketing and retention efforts.
2. Asia and North America have comparable customer numbers (45 and 46, respectively). Targeted marketing campaigns in these regions could boost engagement and customer acquisition.
3. Europe has 50 customers, showing stable interest. Continuing to maintain services in this region will help sustain growth.
4. The trend of increasing yearly signups shows positive growth, especially in 2024, which had the highest number of signups (79). This growth may reflect successful marketing strategies or new service launches.
5. The first year of available signup data, 2022, recorded 64 signups. This suggests initial interest was moderate, with consistent improvements in subsequent years.