

Exploratory Data Analysis (EDA) and Business Insights

Task 1

Strong Retention in North America: North America consistently maintains high customer signup rates year after year, demonstrating the effectiveness of its customer retention strategies. To sustain this momentum, businesses should prioritize enhancing the overall customer experience and consider introducing loyalty programs or exclusive perks to further boost retention and growth.

Significant Surge in Early 2024: The sharp rise in signups during early 2024 suggests the success of recent marketing efforts or the launch of new products. This presents an excellent opportunity for businesses to build on this success by rolling out similar initiatives or exclusive offerings to keep the growth trend alive.

Growth Potential in Europe: Europe shows moderate signup activity, with occasional peaks indicating opportunities for growth. Businesses should capitalize on these high-activity periods by implementing targeted campaigns and localized strategies to drive higher engagement and conversions in this market.

Effectiveness of Year-End Campaigns: A noticeable increase in signups toward the end of each year highlights the impact of year-end promotions. Businesses can maximize this by refining their year-end strategies, focusing on timely and relevant offers that align with customer demand during the holiday season.

Asia-Pacific: A Market with Untapped Potential: While the Asia-Pacific region shows consistent performance, its growth rate trails behind other regions. To unlock its potential, businesses should explore region-specific marketing efforts, invest in product localization, and forge strategic partnerships to better align with local preferences and accelerate growth.

Analyzing Regional Spending Behaviors: By evaluating the average transaction value across regions, businesses can gain insights into customer spending habits. Leveraging this data, companies can customize pricing strategies, promotions, and product offerings to optimize sales and profitability in specific markets.