

Data Science Assignment: eCommerce Transactions Dataset

Task 1 -

Business Insights:

1. **Growing Interest:** Over the years, customer sign ups have grown steadily, especially in recent times, indicating increasing interest in the platform and its offerings.
2. **Category Performance:** Sales are dominated by certain product categories like electronics and clothing. Understanding these trends can inform better inventory and marketing strategies.
3. **Transaction Trends:** Most transactions are of lower value, pointing to a preference for affordable items. There's an opportunity to encourage higher-value purchases through upselling.
4. **Revenue Drivers:** A small group of products accounts for most revenue. These should be the focus of promotional efforts and stock optimization.
5. **Regional Opportunities:** Sales are concentrated in specific regions. Expanding efforts in underperforming regions could unlock growth potential.