

eCommerce Data Analysis Report

Key Business Insights

1. Regional Market Distribution

- South America represents the largest customer base (30%)
- Even distribution across other regions (Europe 25%, North America 23%, Asia 22%)
- Suggests opportunity for targeted growth in under-represented regions

2. Product Category Performance

- Four balanced categories: Books, Electronics, Clothing, and Home Decor
- Electronics show highest average transaction value
- Books have highest purchase frequency but lower average value

3. Customer Purchase Patterns

- Average of 5 transactions per customer
- Purchase quantities consistently between 1-4 items
- Clear preference for larger cart sizes (4 items) suggests effective shipping policies

4. Sales Seasonality

- Strong peaks in July and September
- Consistent month-over-month growth from January
- Year-end holiday season shows expected uplift

5. Price Point Analysis

- Price range \$16-\$498 with mean of \$267.55
- Three distinct price tiers identified
- Premium segment (\$400+) shows strong performance