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 ($XXX)
   - 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