

Business insights for the eCommerce Transactions Dataset

1. **Regional Customer Distribution** – Certain regions have a significantly higher number of customers. This indicates potential target markets for expansion.
2. **Customer Signup Trend** – There are clear spikes in customer signups, possibly due to promotional campaigns or seasonal effects.
3. **Best-Selling Products** – The top 10 products account for a large portion of revenue. Focused marketing on these products can drive further sales.
4. **Category Sales Distribution** – Some product categories contribute more revenue than others. Understanding these trends helps optimize inventory and marketing strategies.
5. **Product Pricing Strategy**: The analysis of product price distribution shows a wide range of prices. By diversifying the product range, the business can cater to different market segments.