Task 1:

Here are five business insights from the analysis of the eCommerce transactions data:

1. **Seasonal Sales Trends:**

   Looking at the monthly sales trend, it's clear that there are certain months were sales peak significantly. This suggests that customer demand is seasonal, and the company can plan better by ramping up marketing efforts and stock levels during these high-demand periods.

2. **Top-Selling Categories:**

   Electronics and clothing products are bringing in the most revenue. These categories seem to be the most popular among customers, so focusing on them with targeted promotions, discounts, and new product launches could further drive sales.

3. **Regional Performance Differences:**

   Customers from North America and Europe are making the highest contributions to total revenue. It would be beneficial to tailor marketing strategies specifically for these regions to boost engagement and maximize sales opportunities.

4. **Concentration of Sales in a Few Products:**

   A handful of products account for a large portion of total sales, which means that customers have a strong preference for specific items. Ensuring these products are always in stock and promoting them more aggressively could lead to even higher revenues.

5. **Customer Growth Potential:**

   The analysis of signup trends over the years shows a steady increase in new customers. This indicates that the business is growing, but to maintain this momentum, focusing on retaining existing customers through loyalty programs or personalized offers would be a smart approach.