A summary of the E-commerce Sales Report

1. General Overview

Your e-commerce sales data reveals important trends in product performance, customer behavior, and country-wise revenue generation. Here's a summary of key findings:

—

📈 2. Key Insights

Top Performing Countries

• Countries like [e.g., United States, United Kingdom, etc.] generated the highest revenue.

• This suggests strong market demand in these regions — great for focusing future marketing and logistics.

Top Products by Revenue

• The Top 5 products (e.g., product names from top_products) contributed a major portion of total revenue.

• Promoting these products or bundling them with other items may increase average cart value.

Monthly Trends

• Your monthly revenue shows a clear increase/decrease pattern (e.g., seasonal peaks).

• Knowing the high/low months helps you plan campaigns, stock, and staff.

Customer Count

• You had X unique customers (based on df['Customer ID'].nunique()).

• This gives an idea of your customer base and repeat purchase potential.

—

Recommendations

• Focus on high-performing products and upsell them with related items.

• Invest in markets where revenue is highest and customer base is growing.

• Leverage seasonal peaks by running targeted promotions during those months.

• Consider collecting customer feedback to enhance products or service.