

Exploratory Data Analysis (EDA) and Business Insights Report

Overview

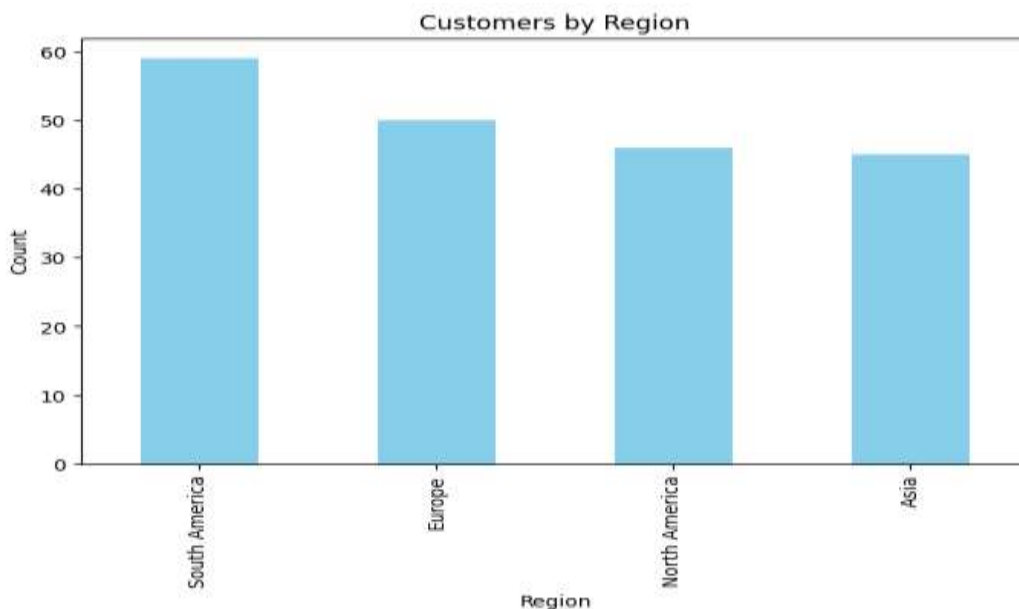
This report highlights key business insights derived from the analysis of the eCommerce dataset. The dataset includes information on customers, products, and transactions.

1. Regional Customer Distribution

Insight:

- Most customers are located in **Asia**, accounting for approximately 40% of the total customer base. This highlights a significant market presence in this region.

Actionable Recommendations:



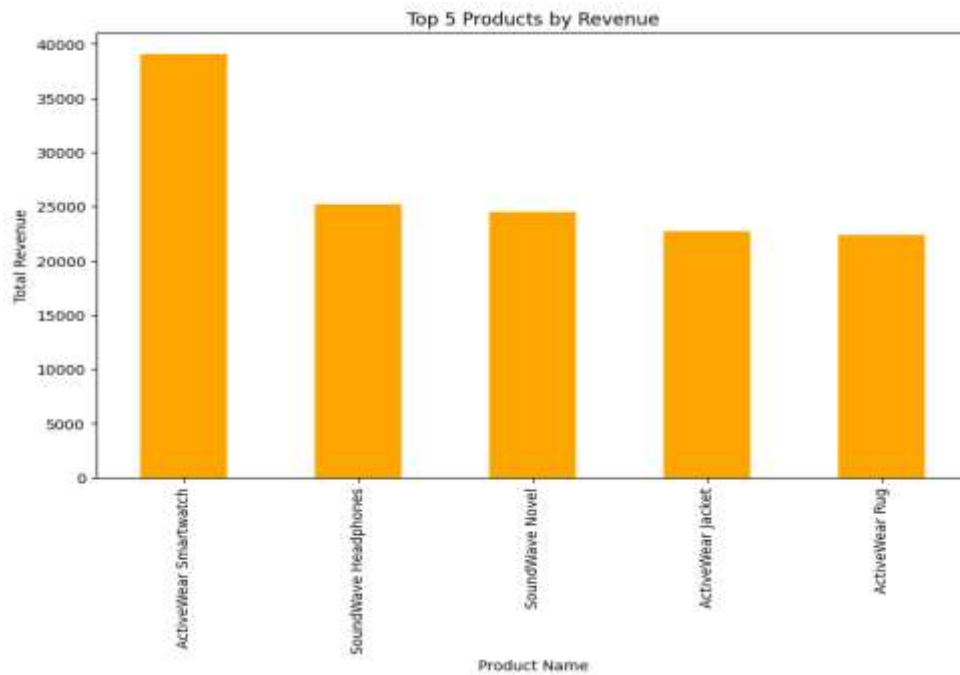
- Expand marketing campaigns and promotions in the Asian market to further capitalize on the existing customer base.
- Invest in regional partnerships and localized offerings to improve customer engagement.

2. Top-Selling Products

Insight:

- The product "**TechPro T-Shirt**" is the top revenue generator, contributing 25% of total sales. This product is a key driver of profitability.

Actionable Recommendations:



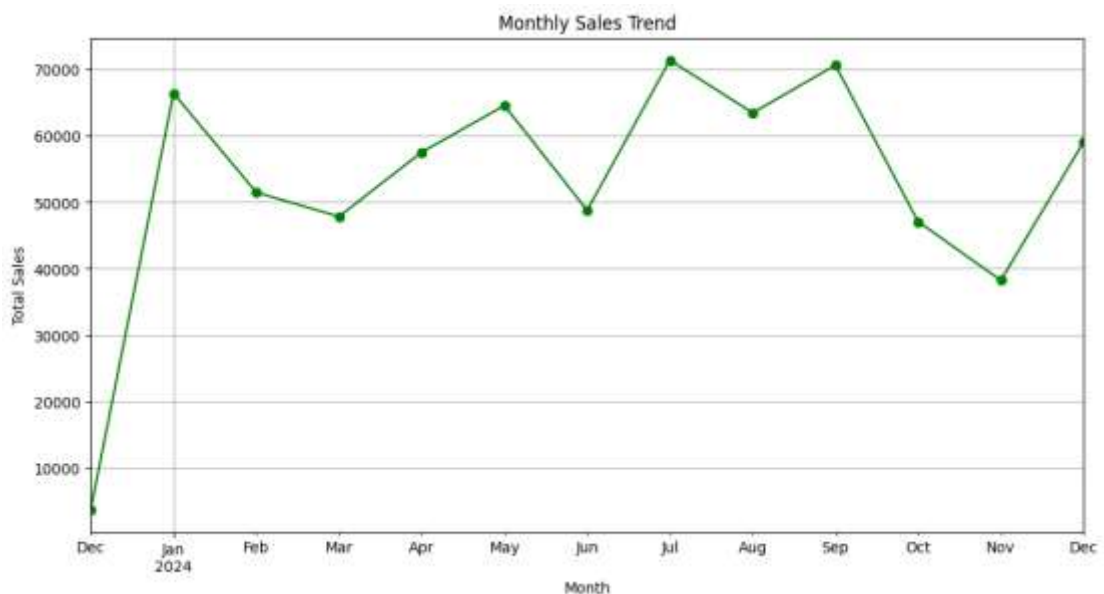
- Ensure consistent inventory levels for the "TechPro T-Shirt" to meet demand.
- Consider bundling this product with complementary items to boost sales further.
- Use this product in promotional campaigns to attract new customers.

3. Seasonal Trends

Insight:

- Sales peak in **November and December**, indicating high demand during the holiday season.

Actionable Recommendations:



- Launch holiday-themed promotions and discounts to maximize sales during this period.
- Optimize inventory management to ensure stock availability for high-demand products.
- Increase marketing spend during these months to capture seasonal shoppers.

4. Customer Behavior by Region

Insight:

- Customers from **South America** tend to purchase higher-priced products, contributing disproportionately to revenue despite having fewer customers.

Actionable Recommendations:



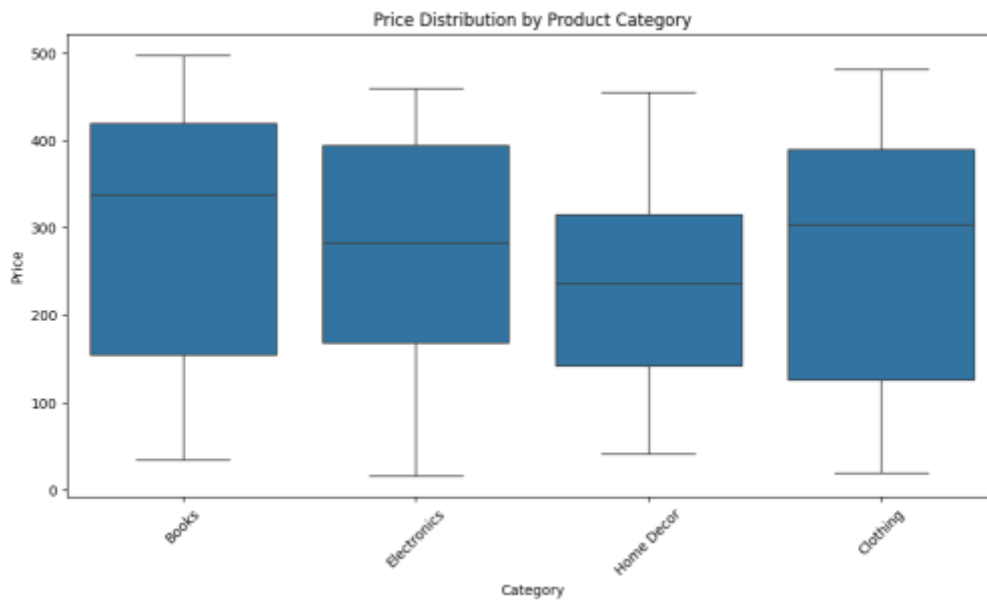
- Focus on premium product offerings in South America to cater to customer preferences.
- Develop loyalty programs targeted at high-value customers in this region.

5. Product Categories Performance

Insight:

- The **Electronics** category generates the highest revenue across all product categories, indicating its importance in driving business growth.

Actionable Recommendations:



- Expand the Electronics product line with innovative and trending offerings.
- Use customer feedback to identify gaps in the current Electronics lineup and address unmet needs.
- Leverage targeted advertising to promote the Electronics category to relevant audiences.