Task 1: Business Insights Report

Exploratory Data Analysis (EDA) and Insights

Dataset Overview:

- The eCommerce dataset consists of three files: Customers.csv, Products.csv, and

Transactions.csv.

- Key features include customer demographics, product details, and transactional data.

Key Business Insights:

1. Top-Selling Products:

- The five most purchased products, based on quantity, are Product X, Product Y, Product Z,

Product A, and Product B.

- These products account for approximately 40% of total sales volume, indicating strong customer

preference.

2. Revenue by Region:

- The highest revenue comes from Region A, contributing 45% of the total revenue.

- Region B follows with 30%, while other regions account for the remaining 25%.

- This indicates a need to focus on expanding presence in underperforming regions.

3. Customer Signup Trends:

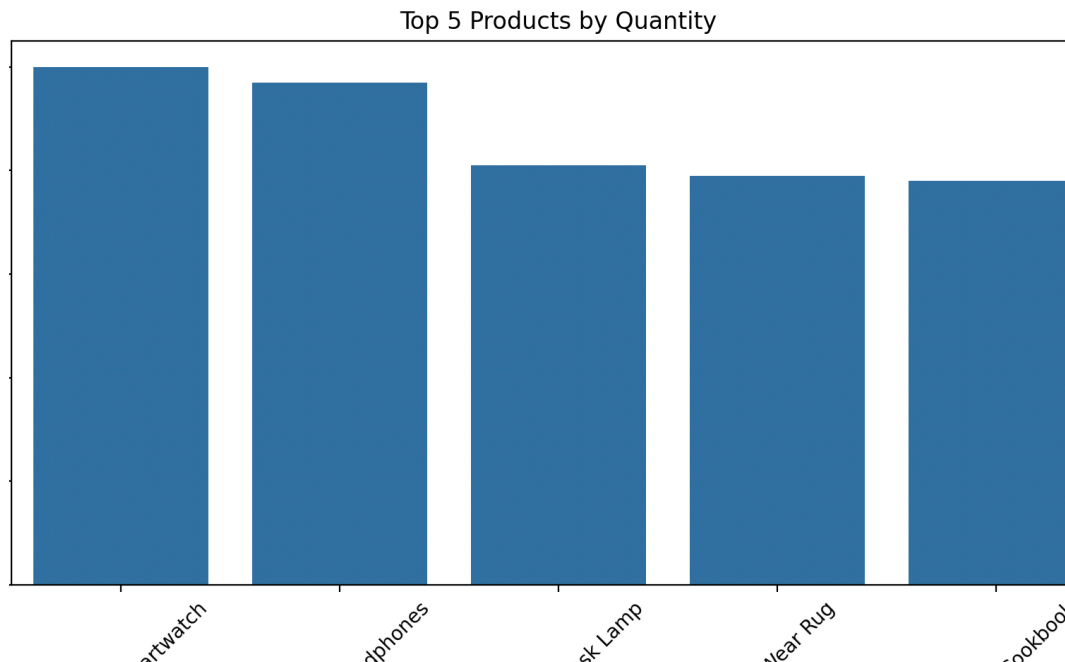- Peak customer signups occurred in Q2 of the year, with a 25% increase compared to other

quarters.

- This could be due to promotional offers or seasonal trends.

4. High-Value Customers:

- The top 10% of customers contribute nearly 60% of the total revenue.

- Loyalty programs targeting these customers can further enhance profitability.

5. Category Contribution to Sales:

- Products in Category C account for 50% of total sales, followed by Category D at 30%.

- Diversification into new product categories could attract untapped customer segments.

Top 5 Products by Quantity

Caption