

Business Insights Report for eCommerce Transactions Dataset

Overview:

This report provides actionable business insights derived from exploratory data analysis (EDA) and predictive modelling conducted on an eCommerce transactions dataset. The dataset comprises customer, product, and transaction information, enabling a comprehensive analysis of business performance and customer behaviour.

Key Insights:

1. Top Selling Product Categories:

- The top three product categories by sales volume are Books, *Home Decor*, and Electronics.
- Recommendation: Focus marketing campaigns on these categories and negotiate better vendor terms to secure a competitive advantage.

2. High Value Customer Regions:

- The regions generating the highest revenue are South America, Europe, and North America.
- Recommendation: Allocate more resources to these regions, such as localized promotions and better shipping options.

3. Monthly Average Sales Revenue:

- Monthly average sales revenue of products is more in winters.
- Recommendation: Focus more on marketing of products during winters.

4. Customer Signup Per Month:

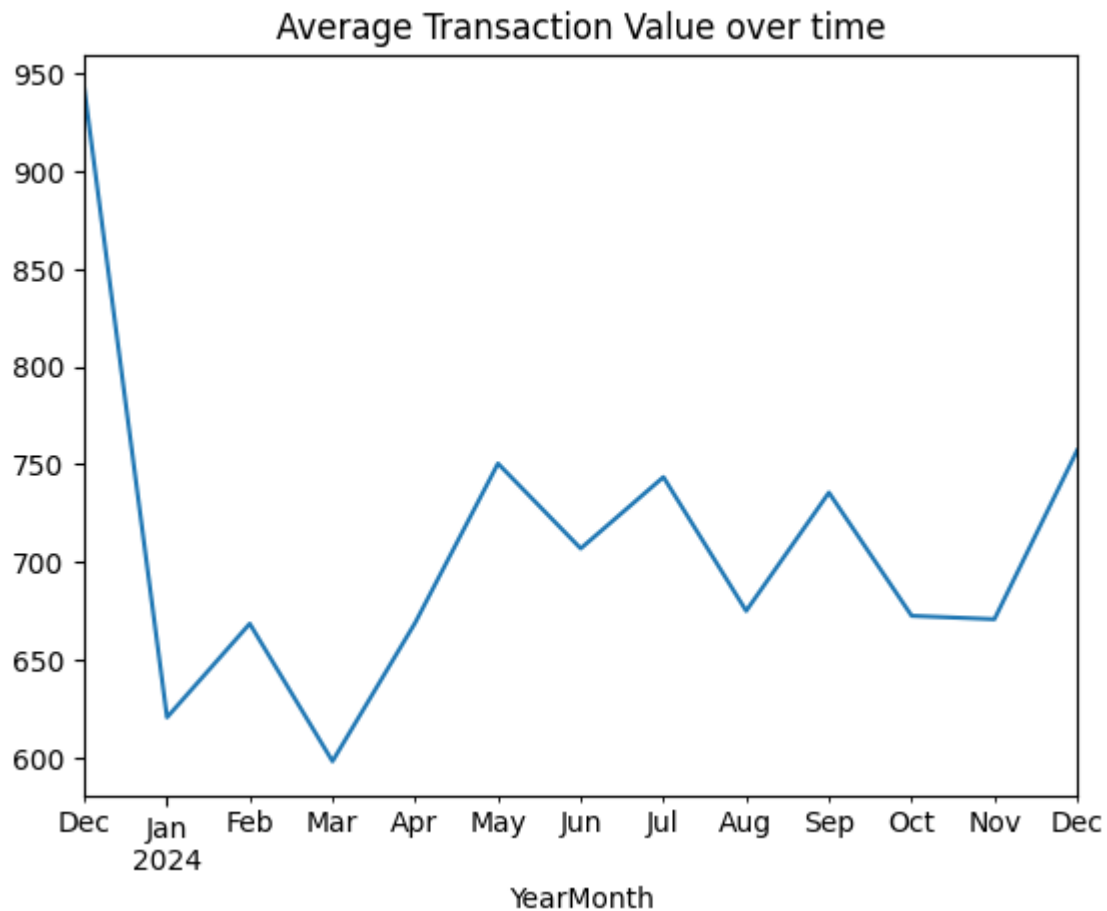
- Average Customer Signup per month is approx. 20 per month
- Recommendation: Enhance user experience and spend more on marketing so that customer signup increases and can sell more products.

5. Top Products with Highest Revenue:

- Monthly average sales revenue of products is more in winters.
- Recommendation: Focus more on marketing of products during winters.
- Top Products with highest revenue are ActiveWear SmartWatch, Soundwave Headphones, Soundwave Novel, ActiveWear Jacket.
- Focus more on marketing of these products as compared to other in order to generate more revenue from top selling products.

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Average Transaction Per month over time:



Conclusion:

The eCommerce transactions dataset has revealed valuable insights into customer behavior, product performance, and regional trends. By acting on these recommendations, the business can enhance its competitive position, increase revenue, and build stronger customer relationships.