

eCommerce Transactions Analysis Report

Business Insights

- Most customers made 5 transactions; however, some made up to 10 or more. High-frequency customers are key for retention.
- The ActiveWear Smartwatch is the top product in both volume and revenue, highlighting its popularity and profitability.
- South America generates the highest average transaction value (\$721.55), while North America lags behind at \$624.24.
- Electronics is the highest-grossing category, suggesting a focus on tech product promotions could boost revenue.
- Signup trends show seasonal spikes, indicating potential campaign opportunities in peak months.