

# Business Insights Report: eCommerce Transactions Dataset

## 1. Executive Summary

This report presents an analysis of an eCommerce transactions dataset, focusing on sales trends, customer behavior, and product performance. Using exploratory data analysis (EDA), we have identified key business insights to optimize inventory management, customer retention, and revenue growth. The insights will help refine marketing strategies and drive sales improvements.

## 2. Key Business Insights

1. Top 10 products contribute a major share of revenue, indicating a few best-sellers dominate sales.
2. Customers from certain regions contribute more to sales, helping in targeted marketing.
3. Some customers purchase frequently, while others are one-time buyers. Loyalty programs can increase retention.
4. Sales peak during certain months, indicating seasonal trends. Promotions can be aligned with these periods.
5. Certain product categories have higher revenue, suggesting where to focus inventory and marketing.
6. High-value customers contribute disproportionately to revenue, emphasizing the need for VIP loyalty programs.
7. A few products generate high revenue but have low sales volume, indicating potential for price optimization.
8. Customer churn risk is visible among those with only one purchase. Retargeting campaigns can increase retention.

