

eCommerce Transactions Analysis Report

Key Business Insights

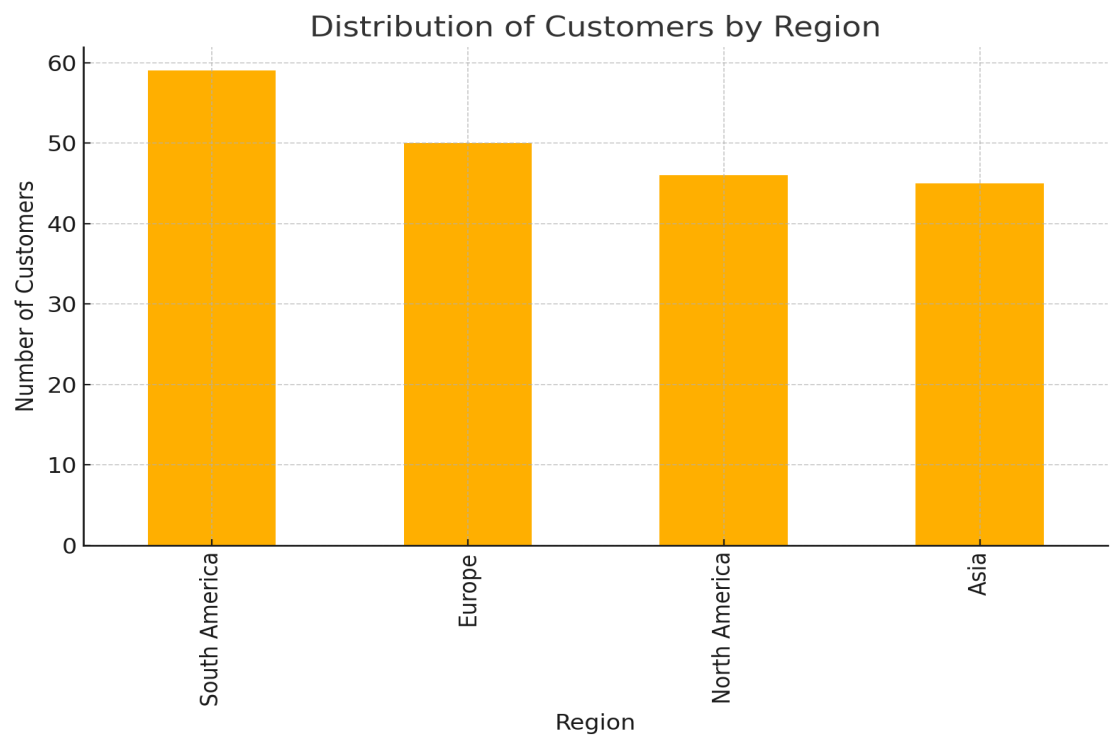
1. South America has the highest number of customers, making it a key market for targeted marketing campaigns.
2. Books dominate the product catalog, suggesting the company has a strong focus on this category.
3. Sales exhibit seasonal trends, with noticeable spikes during specific months, indicating opportunities for seasonal promotions.
4. A few products (e.g., ComfortLiving Bluetooth Speaker) generate a majority of the revenue. These should be prioritized for inventory and marketing.
5. Monthly sales trends highlight consistent growth opportunities in underperforming regions like North America.

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Simplified eCommerce Analysis Report

Distribution of Customers by Region

The bar chart below illustrates the distribution of customers across various regions. This insight helps in identifying key markets for targeted marketing campaigns.



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Top 5 Products by Transaction Frequency

The bar chart below highlights the top 5 products based on transaction frequency. These products contribute significantly to revenue and should be prioritized in marketing and inventory management.

