Business Insights Report

1. Introduction

This report provides an analysis of an eCommerce transactions dataset containing customer, product, and transaction data. The objective is to derive actionable business insights through exploratory data analysis (EDA). The analysis focuses on identifying trends, customer behavior, and product performance to support data-driven decision-making.

2. Business Insights

Insight 1: High-performing products drive the majority of revenue.

A small set of products accounts for a significant portion of total revenue. The top 10 best-selling products contribute approximately **22%** of overall sales. This highlights the importance of optimizing inventory and marketing strategies for these high-performing products.

Insight 2: Regional preferences significantly impact sales.

The analysis reveals that **South America** generate higher revenue compared to others. Region-specific marketing and promotional campaigns could maximize sales opportunities in these high-performing areas while addressing underperforming regions.

Insight 3: Customer retention is a growth opportunity.

Approximately **6%** of customers have made only one transaction. This indicates potential for improvement in customer retention. Implementing loyalty programs, targeted offers, or personalized recommendations could encourage repeat purchases and increase customer lifetime value.

Insight 4: Seasonal trends drive spikes in sales.

Sales data shows significant revenue spikes in the **7th** and **9th** months. These months likely correspond to specific seasonal demand or promotions, highlighting the need for businesses to capitalize on these periods. Leveraging targeted promotions, discounts, or marketing campaigns during these months could further boost revenue. Understanding these seasonal patterns allows businesses to forecast demand more accurately and prepare for higher sales volumes during peak months.

Insight 5: High-value customers contribute disproportionately to revenue.

The top **19%** of customers account for a large share of total revenue. Identifying and nurturing relationships with these high-value customers through exclusive offers or VIP programs can further boost profitability.