

Transactions Dataset Business Insights

This presents the findings of an exploratory data analysis (EDA of a transaction dataset). The analysis aims to uncover key insights into customer behaviour, product performance, and overall business trends-

1. South America demonstrates the highest total value with \$219,352, suggesting a strong market presence or higher average transaction values compared to other regions like Asia (\$152,074), Europe (\$166,254), and North America (\$152,313).
2. Books generated the highest total value at \$192,147, indicating strong performance in this category compared to Clothing (\$166,170), Electronics (\$180,783), and Home Decor (\$150,893).
3. South America contributes the largest share to overall revenue (31.8%), followed by Europe (24.1%), Asia (22%), and North America (22.1%).
4. South America and Europe has highest revenue on Book, Asia has highest revenue on Clothing and North America has highest revenue on Electronics.
5. Company generates the highest revenue on weekdays, particularly on Wednesdays and Tuesdays. Revenue significantly drops on weekends, with Saturday and Sunday showing the lowest figures.
6. South America has the highest average order value (\$721), North America has the lowest average order value (\$624), Europe and Aisa have average order value of \$710 and \$697.
7. In the South America, Books has the highest average order value of (\$775), In North America, Electronics has the highest average order value of (\$745), In Europe, Clothing has the highest average order value of (\$773) and In Asia, Clothing has the highest average order value of (\$850).