

Business Insights from eCommerce Transactions Dataset Analysis

1. Customer Signup Trends:

Analysis of customer signups over time revealed a significant increase in new customers during specific months, indicating the effectiveness of marketing campaigns or seasonal demand. This insight can help optimize future marketing strategies to target these periods.

2. Product Category Distribution:

The product categories analysis highlighted that categories such as electronics and fashion accounted for the highest number of products. This suggests that the business's focus is likely on these categories, providing opportunities for diversification.

3. Monthly Transaction Trends:

Transaction trends analysis showed peak activity during holiday seasons and end-of-year months. This insight highlights the importance of preparing for higher demand during these periods by ensuring inventory readiness and promotional offers.

4. Correlation Between Price and Total Value:

A strong positive correlation was observed between the product price and the total value of transactions. This suggests that higher-priced products contribute significantly to the overall revenue, indicating a demand for premium products.

5. Sales per Product Category:

The sales distribution per category revealed that the fashion and electronics categories generated the highest total sales value. This indicates that these categories are key revenue drivers, and strategic promotions can further boost their performance.