

# African E-commerce Analysis Report

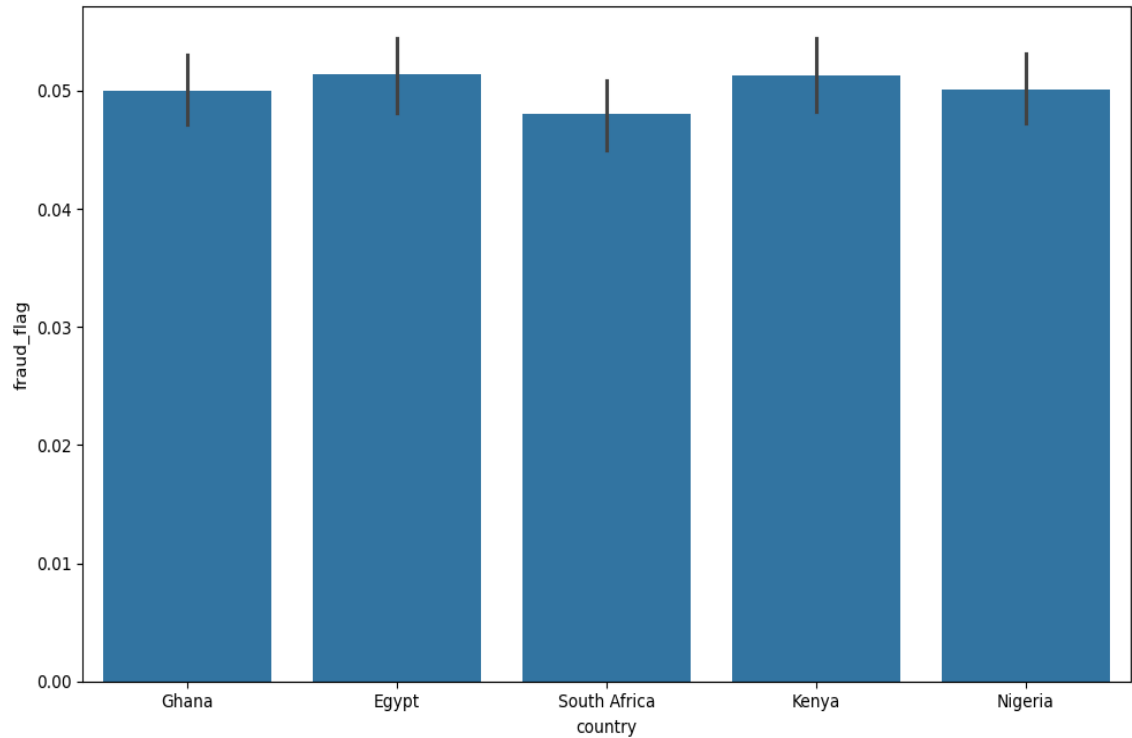
This report presents an analysis of e-commerce transactions in Africa, focusing on digital identity verification and fraud patterns.

## 1. Data Overview

The dataset contains 100000 transactions spanning from 2023-08-26 to 2024-08-25.

## 2. Fraud Analysis

The overall fraud rate is 5.02%.

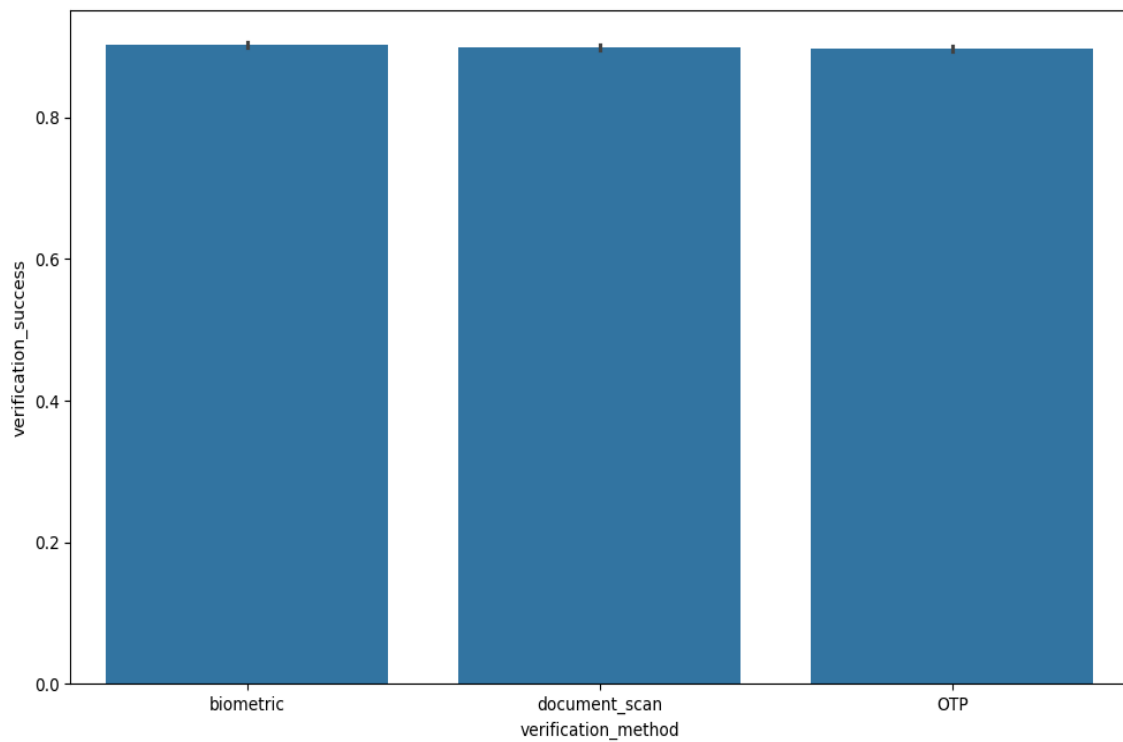


Fraud Rate by Country

The chart above shows the fraud rate by country. Egypt has the highest fraud rate, while South Africa has the lowest.

## 3. Verification Analysis

The overall verification success rate is 89.98%.

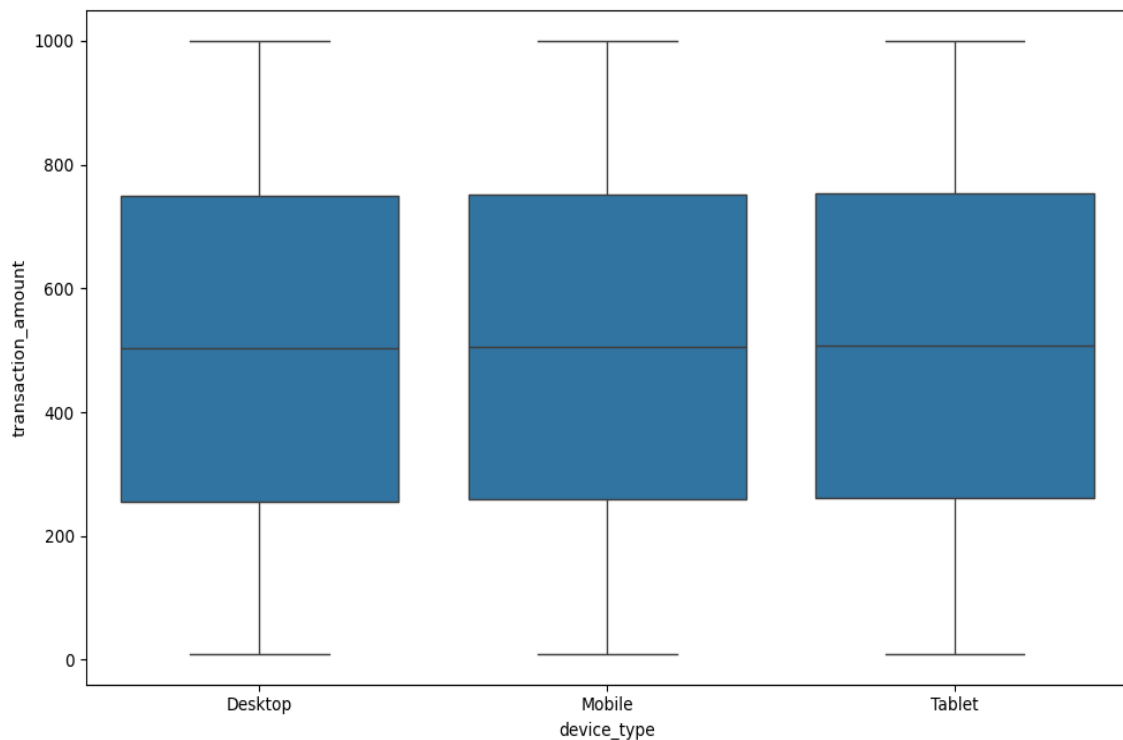


Verification Success Rate by Method

The chart above shows the verification success rate by method. biometric has the highest success rate, while OTP has the lowest.

## 4. Transaction Insights

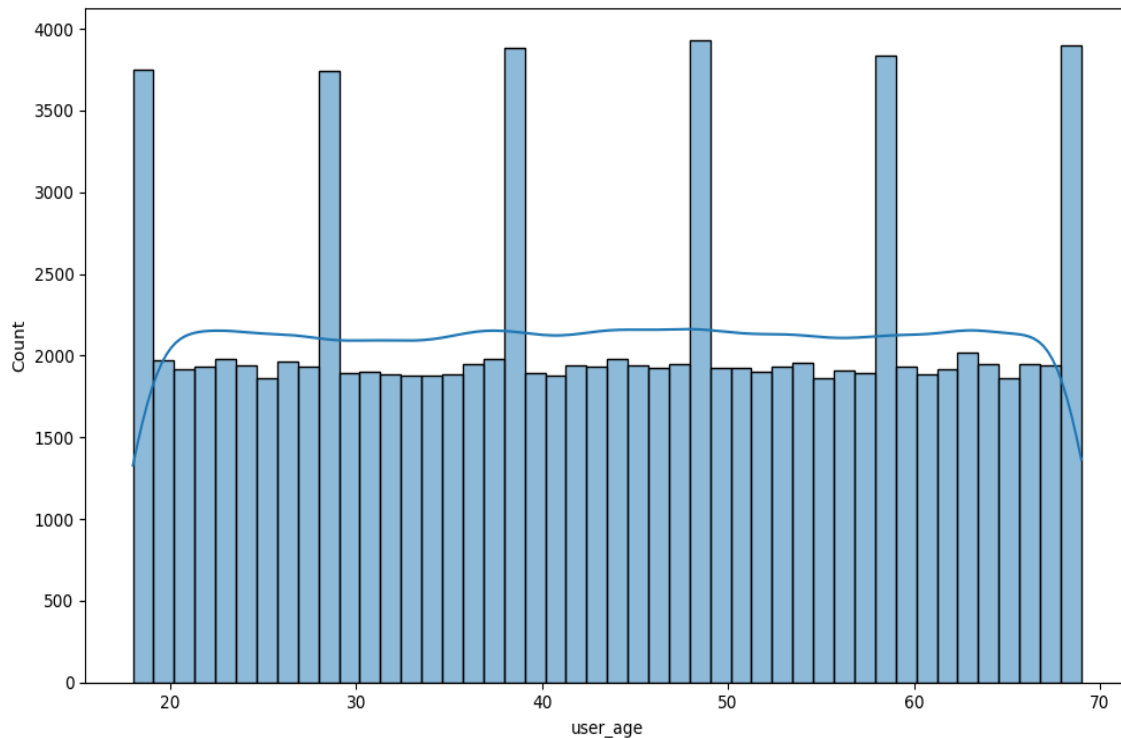
The average transaction amount is \$505.72.



Transaction Amount by Device Type

The boxplot above shows the distribution of transaction amounts by device type. Tablet transactions have the highest average amount, while Desktop transactions have the lowest.

## 5. User Demographics



User Age Distribution

The average user age is 43.6 years. The youngest user is 18 and the oldest is 69.

## 6. Conclusion

Based on the analysis, we can conclude that:

1. Fraud is a significant issue, with some countries having higher rates than others.
2. Verification methods vary in effectiveness and might need improvement.
3. Transaction patterns differ across device types, which could inform marketing strategies.
4. User demographics show a wide age range, suggesting diverse customer segments.

## 7. Recommendations

1. Focus fraud prevention efforts on high-risk countries.
2. Improve less effective verification methods or phase them out.
3. Tailor marketing and user experience based on device type preferences.
4. Develop targeted strategies for different age groups in the customer base.