Data Science Assignment: eCommerce Transactions Dataset

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Top 10 Best-Selling Products:

- The **ActiveWear Smartwatch** leads with the highest sales of 39,096.97.
- **SoundWave Headphones** follow closely with 25,211.64 in sales.
- **SoundWave Novel** and **ActiveWear Jacket** also perform well, with 24,507.90 and 22,712.56, respectively.
- **ActiveWear Rug** and **TechPro Headphones** contribute significantly to overall sales.
- Other top performers include **BookWorld Cookbook**, **BookWorld Sweater**, and **TechPro Textbook**.
- **ActiveWear Cookware Set** rounds out the top 10 with notable sales of 18,083.73.

Customer Signup & Purchase Trends:

- **Total Number of Customers**: The total customer base stands at 200, providing a solid pool for analyzing purchasing behavior and targeting marketing strategies.

- **Early Purchase Customers**: 80 customers made their first purchase within 1 month of signing up, indicating a strong initial engagement with the brand.

Top 5 customers by total spend

- **Top 5 High-Value Customers**:
- Customer C0141 has the highest spend of $10,673.87.
- Customer C0054 spent $8,040.39.
- Customer C0065 spent $7,663.70.
- Customer C0156 spent $7,634.45.
- Customer C0082 spent $7,572.91.
- **Top 5 Regions by Total Spend**:
- South America leads with total spend of $219,352.56.
- Europe follows with $166,254.63.
- North America has $152,313.40 in total spend.
- Asia comes close with $152,074.97 in total spend.

Pricing & Discounts Impact on Sales

- As the price of products increases, the average sales per product also **increase**.
- This suggests that **higher-priced products** tend to generate more revenue on average.
- The trend indicates that customers are willing to spend more on higher-priced items.

Repeat Purchase Behaviour

- There are 10 repeat customers who have made multiple purchases.
- This indicates a small but loyal customer base.
- Repeat customers could be key to sustaining revenue and growth.