

ame day last week

volume

● this month ● last month



by channel



keyboard

Net profit

**\$11.27k**

This month

▲ **\$2.02k** vs last month

**59%**

Net profit margin

▲ **2%** vs last month

Avg. order value



# Ecommerce Transaction Insights

Dive deep into valuable insights derived from a comprehensive eCommerce transaction dataset. This report covers key performance indicators across product categories, regional sales, customer loyalty, average order value, purchase frequency, and seasonal trends.

# Top-Selling Product Categories

The analysis shows that the **Books** category is the highest revenue generator, contributing approximately **\$192,147**, followed by **Electronics (\$180,784)**, **Clothing (\$166,171)**, and **Home Decor (\$150,894)**. This indicates a strong demand for Books, making it a critical category for promotions and stock optimization.



# Regional Revenue Distribution



The **South America** region generates the highest revenue at **\$219,353**, followed by **Europe (\$166,255)**, **North America (\$152,313)**, and **Asia (\$152,075)**. South America's dominance suggests opportunities for further market penetration and tailored marketing strategies to maintain leadership.

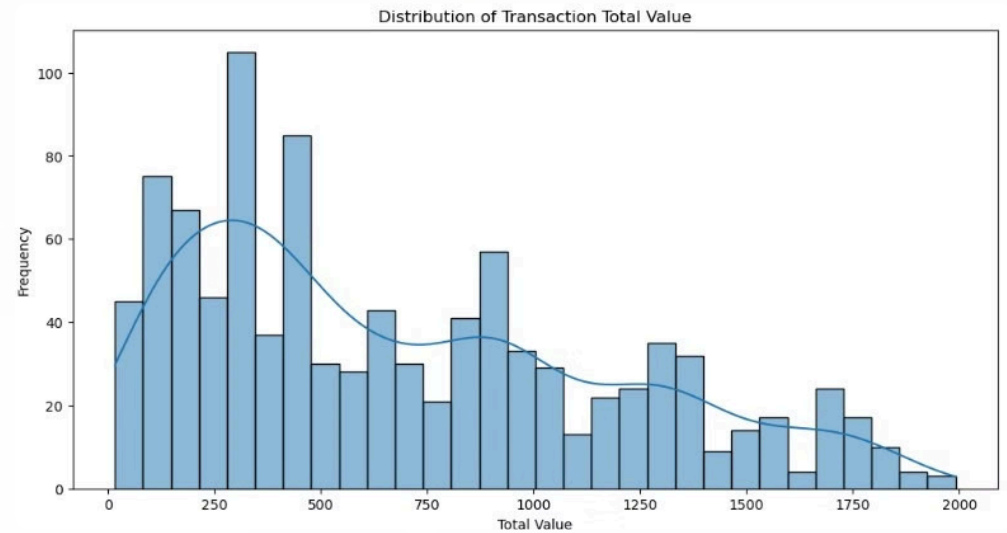
# Most Loyal Customers

The top 10 customers collectively account for a significant portion of revenue, with **Customer C0141** leading at **\$10,674**. Understanding the buying behavior and preferences of these loyal customers can help design personalized offers to enhance retention and increase spending.



# Average Transaction Value

The top customer by average transaction value is **Customer C0040** with an average spend of **\$1,323 per transaction**. This highlights opportunities to identify high-value customers and target them with premium product offerings or exclusive deals.



# Purchase Frequency by Product Categories

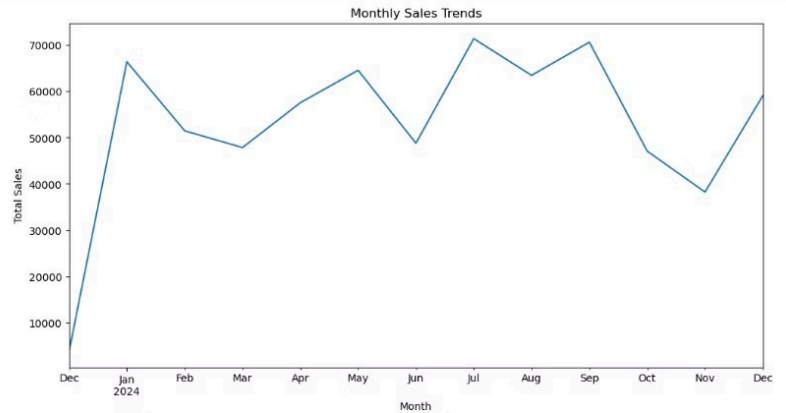
The **Books** category also leads in purchase frequency with **681 transactions**, followed by **Home Decor (639)**, **Electronics (627)**, and **Clothing (590)**. This emphasizes that Books are not only high-revenue products but also popular among customers, potentially requiring focused inventory management.



# Repeat Customers

Approximately **94%** of customers are repeat buyers, showcasing a strong retention rate. This is a positive indicator of customer satisfaction and loyalty. Efforts should focus on further improving customer experience to maintain this high percentage





# Seasonal Trends

While monthly transaction data indicates consistent sales across all periods, peak times (if identified) should be leveraged for seasonal promotions or targeted campaigns to maximize revenue.





# Conclusion

This report provides valuable insights into eCommerce transaction data, offering actionable recommendations for optimizing sales, customer engagement, and overall business growth.