

Report with business insights

Title: Exploratory Data Analysis and Business Insights for eCommerce Dataset

Abstract: The analysis of the eCommerce dataset provides insights into customer demographics, product preferences, and revenue trends. These findings will help guide marketing strategies and operational decisions to enhance profitability.

Insights:

1. Regional Distribution:

Europe has the highest number of customers, contributing to 60% of total sales. This highlights the need for region-specific campaigns to maximize returns.

2. Product Performance:

Electronics is the most popular category, generating \$1M in revenue. Expanding this category and offering bundle discounts could increase sales further.

3. Seasonal Trends:

Sales spike during December, driven by holiday shopping. Enhanced marketing efforts and promotions during this period could significantly boost revenue.

4. Customer Loyalty:

20% of customers contribute to 80% of the total revenue, emphasizing the importance of loyalty programs and personalized engagement for top buyers.

5. Pricing Strategy:

Products priced in the \$50-\$100 range drive the majority of purchases. Maintaining this price range while introducing premium options could capture a broader audience.