

Business Insights Report for eCommerce Transactions Dataset

Introduction:

This report highlights key insights from the eCommerce Transactions dataset, covering customer, product, and transaction data. Our goal is to uncover trends and opportunities to help improve business performance.

1. Revenue by Region:

South America leads with **\$219,352.56** in revenue, followed by **Europe (\$166,254.63)**, **North America (\$152,313.40)**, and **Asia (\$152,074.97)**. South America shows strong growth potential—boosting marketing efforts here can amplify gains. Europe and North America show solid figures too, suggesting room to enhance customer engagement. Asia lags slightly, signalling an opportunity for tailored marketing and localized strategies.

2. Top-Performing Products:

The top 5 products are:

- **ActiveWear Smartwatch (\$39,096.97)**
- **SoundWave Headphones (\$25,211.64)**
- **SoundWave Novel (\$24,507.90)**
- **ActiveWear Jacket (\$22,712.56)**
- **ActiveWear Rug (\$22,314.43)**

These products are customer favourites. Keeping them well-stocked, exploring bundling options, and analyzing what makes them popular can help replicate their success across other products.

3. Sales Trends Over Time:

Sales peaked in **July 2024 (\$71,366.39)** and **September 2024 (\$70,603.75)**, with a dip in **December 2023 (\$3,769.52)**. This points to seasonal trends. Planning promotions around high-sales months and offering deals during slower periods can help maintain steady growth.

4. Customer Acquisition & Retention:

Most transactions come from customers who signed up in the last two years—great for acquisition! But, focusing on **retention** is key. Loyalty programs, personalised marketing, and exclusive offers can keep customers engaged long-term.

5. Product Category Insights:

Electronics and **Books** dominate sales, showing strong demand. Expanding these categories or bundling them with related products could boost revenue. For underperforming categories, re-evaluating pricing, marketing, or product features might help turn things around.

Conclusion:

These insights point to clear strategies: focus on high-performing regions and products, leverage seasonal trends, and invest in customer retention. By continuously analyzing data and adapting to trends, the business can drive growth and stay ahead of the competition.