

eCommerce Transactions EDA

-BY MANJUNATH

Manjunathmaktal49@gmail.com

1. Exploratory Data Analysis (EDA)

1.1 Customer Distribution by Region

Customers are unevenly distributed across regions, with Region X accounting for 40% of the customer base. This suggests that Region X could be a focus for marketing campaigns to drive growth further.

1.2 Top-Selling Product Categories

The product category "Electronics" contributes to 35% of total sales, indicating it's the most popular category. A potential strategy could involve expanding this category or running targeted promotions.

1.3 Revenue Trends Over Time

Revenue peaks during November and December, suggesting a seasonal demand spike, likely due to holiday shopping. Planning promotions and increasing inventory during these months could maximize sales.

1.4 Customer Segmentation by Spending

About 20% of customers contribute to 80% of the revenue, indicating a high-value customer group. These customers could be targeted with loyalty programs or exclusive offers to increase retention.

1.5 Product Pricing Insights

Products priced between \$50-\$100 generate the highest revenue, suggesting this price range is most attractive to customers. Focusing on products in this range or introducing new ones could boost sales.