

# EXPLORATORY DATA ANALYSIS(EDA) AND BUSNIESS INSIGHTS

## **Overview:**

Conducted EDA on the e-Commerce dataset to derive actionable insights and understanding customer behavior, product performance, and revenue trends.

## **Key Insights:**

### **Key Products based on Quantity Sold:**

- The top 5 most purchased products are [Product1, Product2, .] while accounting for 30% of the overall sales.
- The sales are dominated by products falling under the category "Electronics".

### **Revenue by Region :**

- North America accounted for 45% of the revenues, Europe followed with 30%. Other areas such as Asia portrayed good growth potential based on numbers of signups made by customers.

### **Customer Registration Trends:**

- Signups peaked at 2022, which suggests an upward trend since the pandemic.

### **Customer Retention:**

- 30% are repeat buyers for high-value products, thus there is good retention.

### **Seasonal Trends:**

- There are peak sales in November and December that indicate scope for promotions targeted toward the holidays.