

Insight Report: Key Findings from eCommerce Transactions Data

Top-Selling Products

Why it Matters:

Knowing which products sell the most helps in inventory planning, boosting sales, and maximizing profits. It also highlights customer preferences and guides marketing strategies.

Key Observations:

- The *Books* and *Electronics* categories dominate sales.
- "ActiveWear Biography" and "ActiveWear Smartwatch" are the best-sellers.
- Books, though lower-priced, drive high sales volume, while electronics generate significant revenue due to their price.

Conclusion:

Books and Electronics are vital drivers of sales and revenue. Stocking up, offering bundles, and targeting these categories with marketing campaigns can increase both volume and profits.

Revenue by Region

Why it Matters:

Understanding regional performance helps businesses focus on strong markets and improve weaker ones.

Key Observations:

- *North America* leads in revenue, with *Asia* and *Europe* following.
- *South America* lags behind with fewer and smaller transactions.
- The revenue gap highlights North America's dominance but also reveals untapped potential in other regions.

Conclusion:

Maintain focus on North America while boosting growth in South America through localized offers, regional partnerships, and tailored products.

Customer Signup Trends

Why it Matters:

Tracking signups reveals growth patterns and guides marketing efforts to attract and retain customers.

Key Observations:

- Signups increased steadily, with a sharp rise in 2022.

- The spike coincided with major marketing campaigns and growing eCommerce adoption.
- Growth slowed in 2023, hinting at market saturation or fewer campaigns.

Conclusion:

The 2022 spike shows the power of effective promotions. Reviving similar strategies and focusing on customer retention can sustain growth.

Most Active Customers**Why it Matters:**

Loyal, active customers contribute significantly to revenue and can be nurtured to drive growth.

Key Observations:

- The top 10 customers account for a large share of transactions, mainly in *Books* and *Electronics*.
- Repeat purchases show strong loyalty and satisfaction.

Conclusion:

Offer loyalty rewards, personalized deals, and exclusive products to retain top customers. Analyze their behavior to convert occasional buyers into repeat ones.

Category-Wise Revenue**Why it Matters:**

Identifying top-performing categories helps allocate resources and plan targeted campaigns.

Key Observations:

- *Electronics* lead revenue due to high prices, while *Books* dominate in volume.
- *Home Decor* and *Clothing* see moderate sales, likely influenced by seasonal trends.

Conclusion:

Focus on Electronics and Books while running seasonal promotions for Home Decor and Clothing. Introducing premium products can further boost revenue.