

# Executive Business Report

**Title:** E-commerce Sales Report

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## • Executive Summary:

Key findings:

- Electronics generate about 17 % of Transactions, which accounts for 29 % of revenue
- Clothing is in second place with about 16.8 % of transactions, but shares only 7% of revenue
- Home appliances also excel in generating about 20% of revenue
- Europe and North America are the top performers in total revenue
- South America is the least represented region in the marketplace

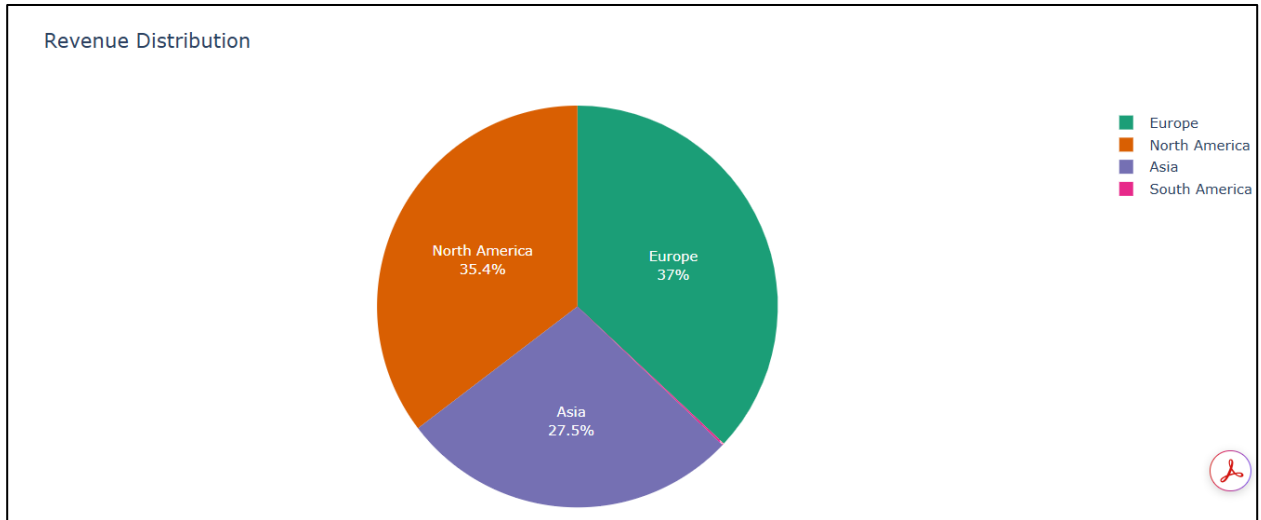
Recommendations:

- Focus on the South American market and explore different marketing Strategies to excel there
- Offer sales and coupons on best-selling products (e.g., electronics, home appliances, etc.) to achieve more
- Offer sales and offers on the least-selling items to attract more transactions from them.

## • Market Performance Overview:

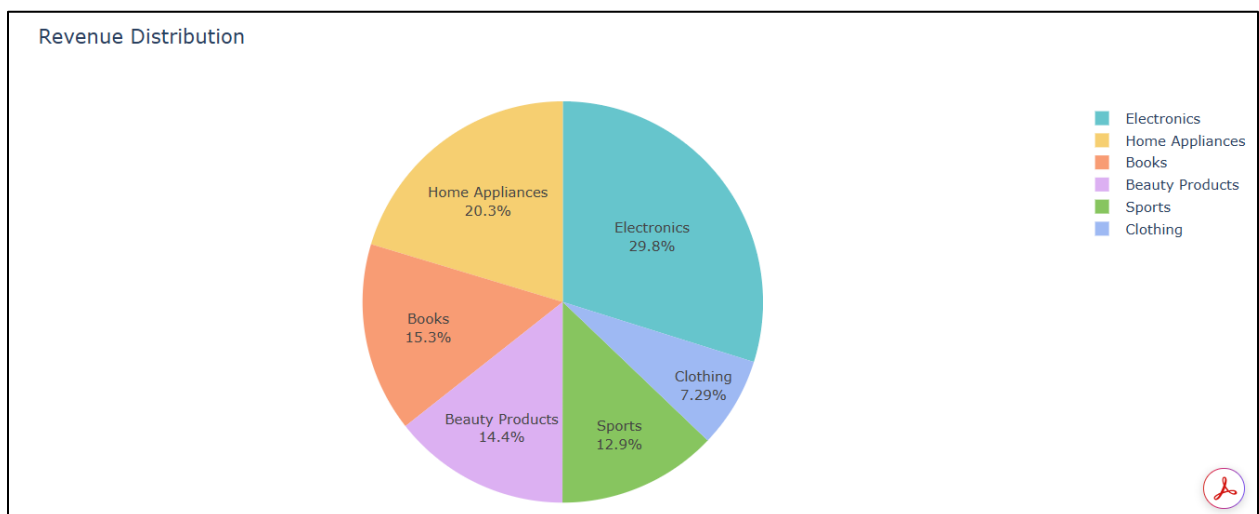
Regional insights:

- North America and Europe are the top performers in total sales
- South America is the region that shares in the marketplace (in transaction volume and total revenue)



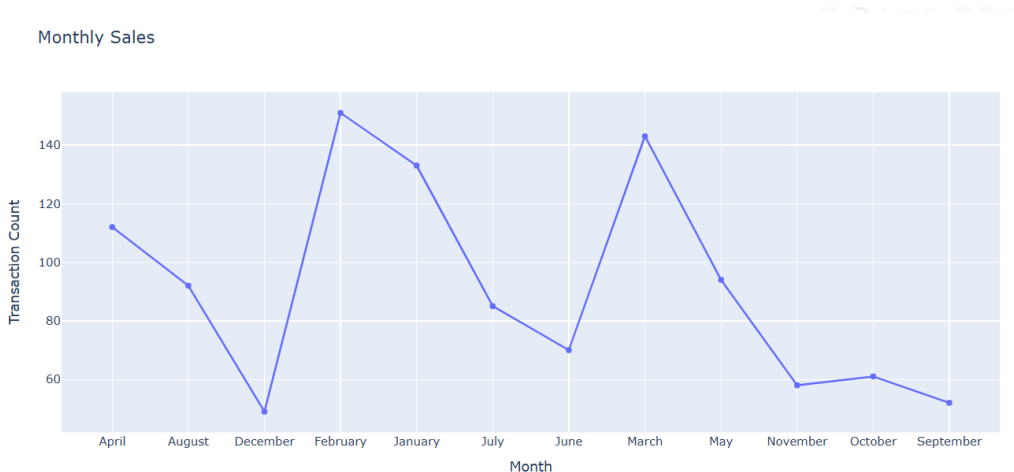
### Category insights:

- Electronics and home appliances share in total revenue with about 29% and 20% respectively, from all categories.
- Electronics and clothing are top performers in total transactions, but clothing only shares in total revenue with 7%
- North America and Europe's top products are beauty products and home appliances in Europe, and in North America, they are books, electronics, clothing, and sports.



temporal trends:

- Sales are unstable throughout months and days from January 2024 to April 2025 (as well as in total transactions)
- Sales on weekdays account for about 85% of the total revenue compared to sales on weekends



## Strategic Recommendations:

Regional growth:

- Recommended -> expand in South America with offers and marketing strategies to benefit from the South American Market.

Category strategy:

- Consider best-selling regions, promote high-transaction categories with offers and special sales.
- In the least selling regions, provide products with a suitable price range according to the regional market, and provide offers and interesting coupons.
- Promote the least-selling product with the best strategies for enhancing revenue in all regions.

Payment methods:

- Provide offers and selling points on the most used payment methods (credit card and PayPal)
- Use marketing strategies for the least used payment methods

### **Data Limitations:**

- Spot missing values in **Unit Price, Payment Method, Region, Product Name**
- Found some issues in the data type of **Unit Price, Units Sold, and Date**
- Spot around 36 complete duplicates in the entire data set, and about 19 incomplete duplicates in the **Transaction ID** column, which we also dropped, besides the complete duplicates.
- Found Outliers in **the Unit Price** column that differ across **Product Categories**.
- Handle outliers using market limits on prices instead of dropping them.
- Short time horizons as the dataset only covers a year and a half.
- Limited customer-level info (harder to analyze loyalty, churn).

### **• Next Steps:**

With more data, we can:

- Identify accurate seasonal trends with more data records.
- Analyze customer churn and loyalty, and how we can attract more customers.
- Analyze ROI and marketing spend.