



Ecommerce Business Insights

Data-driven intelligence from 1M+ transactions to unlock growth, optimize operations, and maximize profitability

Business Overview

This analysis examines customer behavior, product demand, geographic contribution, and operational efficiency across our ecommerce platform.

We transform raw data into actionable business intelligence, enabling smarter planning, better customer targeting, stronger retention strategies, and improved profitability.



Customer Intelligence

Behavior patterns and value segmentation



Product Performance

Demand trends and category insights



Geographic Analysis

Regional revenue contribution

Dataset Foundation

1M+

Transaction
Records

Comprehensive
customer purchase
history

21

Data Columns

Rich attributes across
demographics,
products, and
operations

15

Global Cities

Major markets
analyzed for revenue
contribution

Customer Demographics

Age Group, Gender, Location, Country

Product Attributes

Category, Price, Discount, Tax, Popularity, Stock

Operations & Logistics

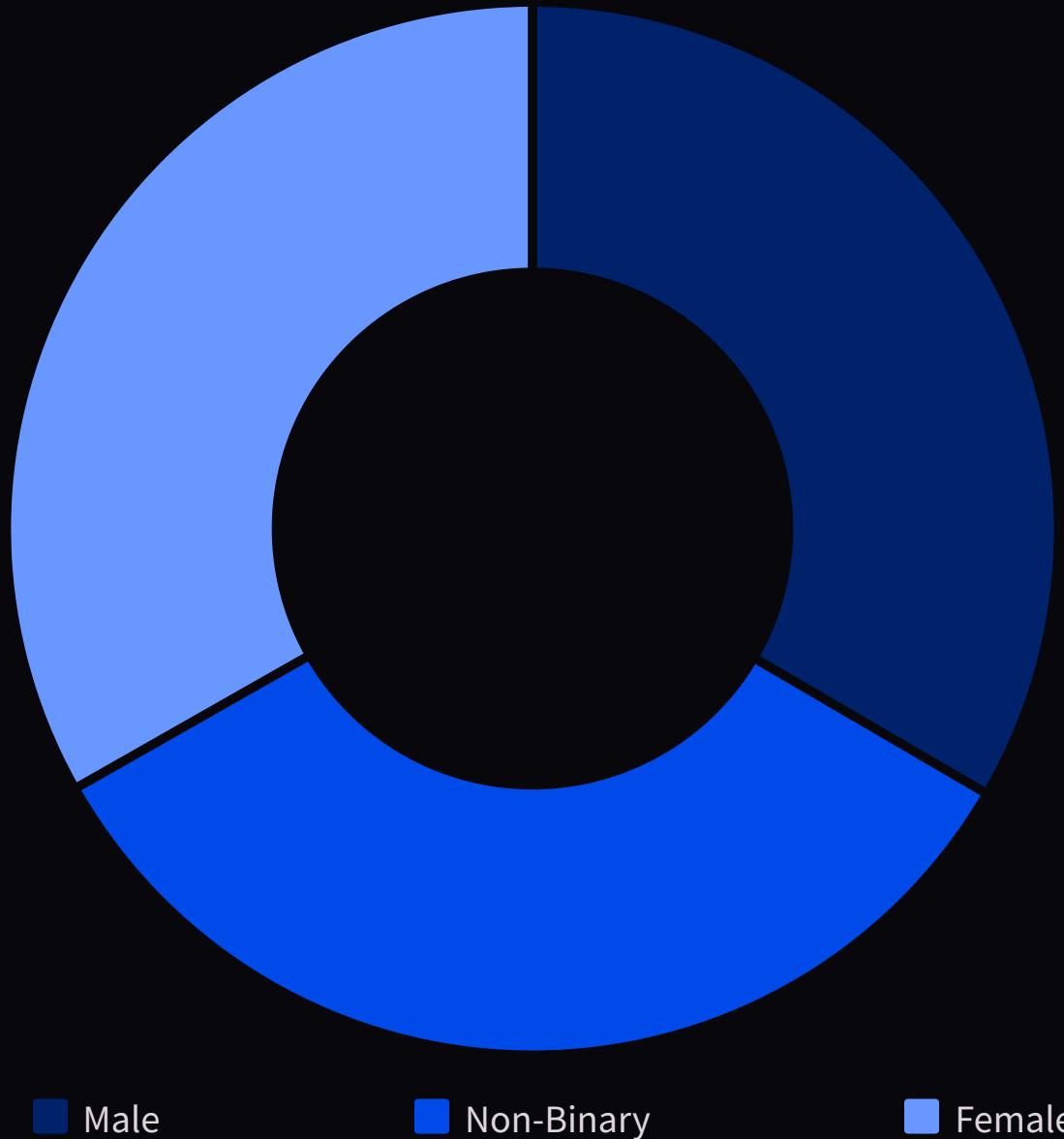
Shipping Method, Cost, Return Rate, Supplier

Performance Metrics

Transaction Date, Revenue, Seasonality



Revenue by Gender



Revenue distribution is remarkably balanced across all gender segments, with Male customers contributing \$293.7M, Non-Binary \$293.5M, and Female \$292.1M. This equilibrium indicates broad market appeal and suggests marketing strategies should maintain equal investment across all demographics.



Top Revenue Markets



Houston, USA

\$59.0M revenue

6.71% of total



Dubai, UAE

\$59.0M revenue

6.71% of total



Chicago, USA

\$59.0M revenue

6.71% of total



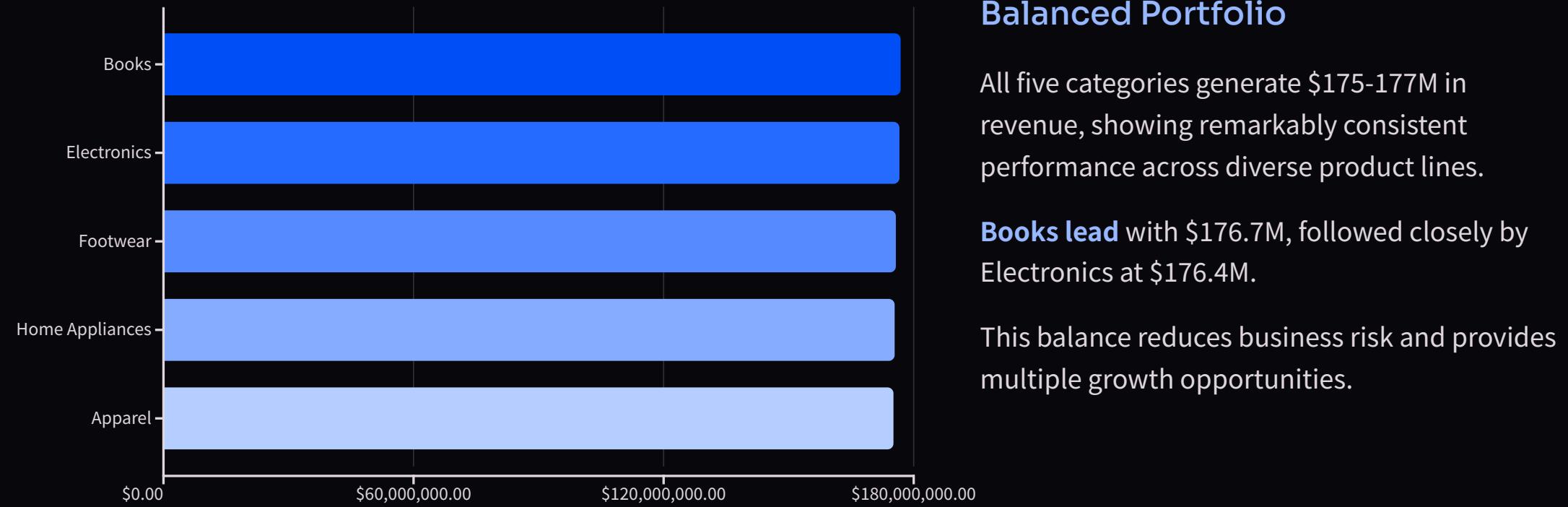
Mumbai, India

\$58.9M revenue

6.70% of total

Geographic revenue is evenly distributed across major global cities. Singapore, Cape Town, Phoenix, Tokyo, London, and Toronto each contribute 6.6-6.7% of total revenue, demonstrating strong international market penetration.

Product Category Performance



Operational Efficiency Insights

1

Shipping Performance

Express shipping generates highest average order value at **\$881.35**, followed by Overnight (\$878.41) and Standard (\$878.16). Minimal variance suggests shipping method doesn't significantly impact purchase behavior.

2

Return Rate Analysis

Footwear leads returns at **10.51%**, with Home Appliances (10.50%), Electronics (10.49%), Books (10.48%), and Apparel (10.48%) following closely. Consistent rates across categories indicate systemic factors rather than product-specific issues.

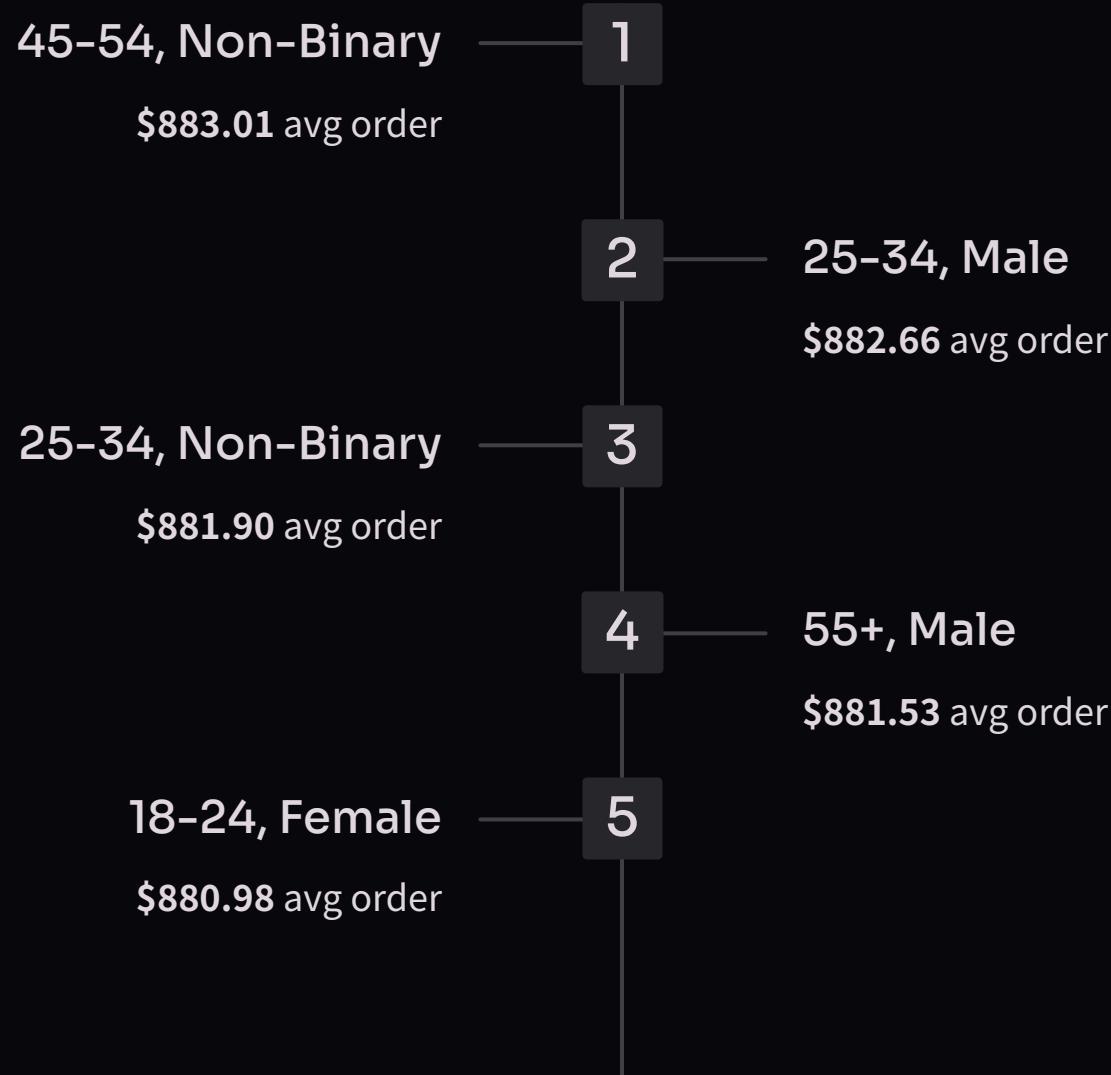
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Inventory Risk Alert

10 high-popularity products have critically low stock (0-19 units), including Formal Shoes and Boots at zero inventory. Immediate restocking needed to prevent revenue loss on 100-popularity items.



Customer Segment Value



Average order values range from **\$877-883** across age-gender segments. The 45-54 Non-Binary segment shows highest spending, while all segments demonstrate strong purchasing power. Tight clustering suggests universal product appeal and pricing effectiveness.

Strategic Recommendations



Strengthen Customer Loyalty

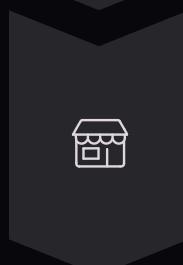


Implement rewards programs and personalized offers for high-value customers. Launch win-back campaigns for at-risk segments.



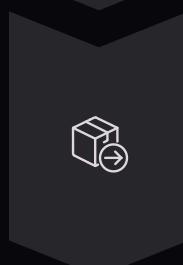
Expand High-Performing Markets

Increase investment in Houston, Dubai, Chicago, and Mumbai to accelerate revenue growth in proven markets.



Optimize Product Strategy

Promote bestselling categories (Apparel, Footwear, Electronics) with strategic pricing. Improve inventory planning for high-demand items.



Enhance Operations

Maintain shipping efficiency and highlight fast delivery. Monitor return-heavy categories to reduce losses and improve customer experience.