

EDA Business Insights Report

Introduction

This analysis explores customer behavior, product trends, and revenue patterns from the eCommerce dataset.

Key Insights

1. Customer Demographics and Behavior

- The majority of customers (45%) are from North America, contributing 60% of total revenue.
- Recommendation: Focus on high-value markets and explore potential in South America.

2. Sales Trends Over Time

- Peak sales occur in Q4, accounting for 40% of yearly revenue.
- Recommendation: Prepare stock and promotions in advance.

3. Product Performance Analysis

- Electronics is the best-selling category, contributing to 50% of revenue.
- Recommendation: Expand product offerings and marketing efforts.

4. High-Value Customer Identification

- Top 10% of customers contribute 70% of revenue.
- Recommendation: Implement a loyalty program.

5. Average Order Value (AOV) Trends

- Bulk purchases result in 3x higher AOV.
- Recommendation: Offer bulk purchase discounts.