

Business Insights : eCommerce Transactions Dataset

Executive Summary

This analysis gives insights based on customer, transaction, and product datasets. Key findings include South America's dominance in client demographics, seasonal increases in transaction volumes, and a strong emphasis on the "Books" product category. High-value transactions are associated with bulk purchases, indicating a potential for targeted upselling methods. To increase revenue, recommendations include expanding the product line, optimising pricing tactics, and focussing on seasonal marketing efforts.

Business Objectives

1. Identify important client demographics and geographical trends.
2. Analyse transaction data to better identify seasonal and high-value sales drivers.
3. Evaluate product performance and suggest ways to improve the product portfolio.
4. Correlate client data with transaction behaviour to better marketing and sales efforts.
5. Make practical recommendations to increase revenue and client retention.

Insights

1. Regional Focus on Customer Acquisition:

South America has the most clients (59), giving it the ideal location for focused marketing campaigns. Extending efforts to additional regions could help balance consumer distribution.

Signup dates are spread among 179 different dates, with the most common date occurring three times.

2. Seasonal Transaction Trends:

Monthly transaction volumes peak in various months, indicating seasonal or promotional impacts. Businesses should arrange marketing and inventory strategies around peak demand periods.

Average quantity per transaction is 2.54, with a minimum of 1 and a maximum of 4 items.

3. ***Dominance of Books in the Product Portfolio:***

The "Books" category has the most products (26), indicating a strong focus. Diversifying product categories, particularly electronics and home decor, may open up new revenue potential.

4. ***High-value transactions are driven by quantity:***

A strong link between quantity purchased and total transaction value indicates upselling prospects. Offering discounts on bulk purchases may boost income. In the transaction data, Quantity and TotalValue have a high positive correlation, confirming the expected relationship between the number of things purchased and the entire transaction value.

5. ***Price Range Optimisation:***

Product prices range from \$16.08 to \$497.76, with an average price of \$267.55. Introducing new products in the mid-range price range (\$150-\$300) could appeal to a larger audience.