



EXPLORATORY DATA ANALYSIS (EDA) AND BUSINESS INSIGHTS

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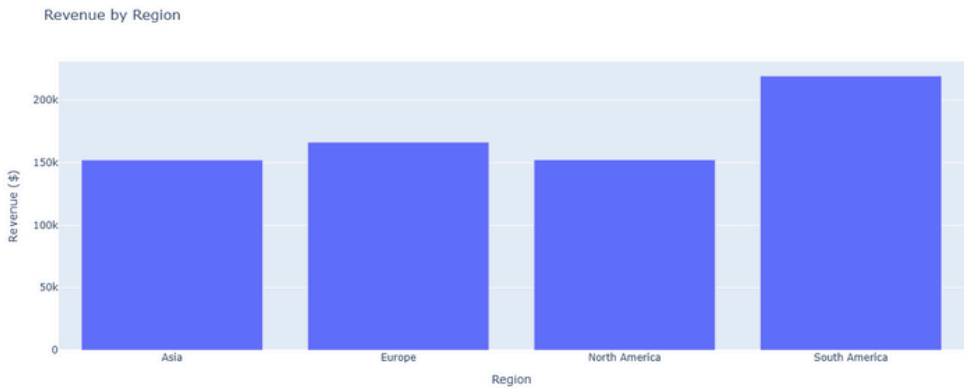
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Insight 1: Revenue by Region

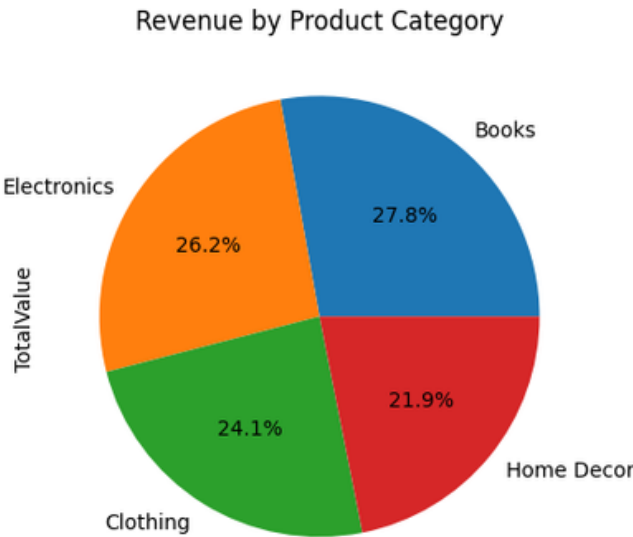
The eCommerce transaction data reveals significant variations in revenue across different regions, highlighting key opportunities for optimization and growth. South America generates the highest revenue, making it the most profitable region. This suggests strong consumer demand and purchasing power. To capitalize on this, the company



Insight 2 : Region-Wise Sales Performance Across Product Categories: A Comparative Analysis

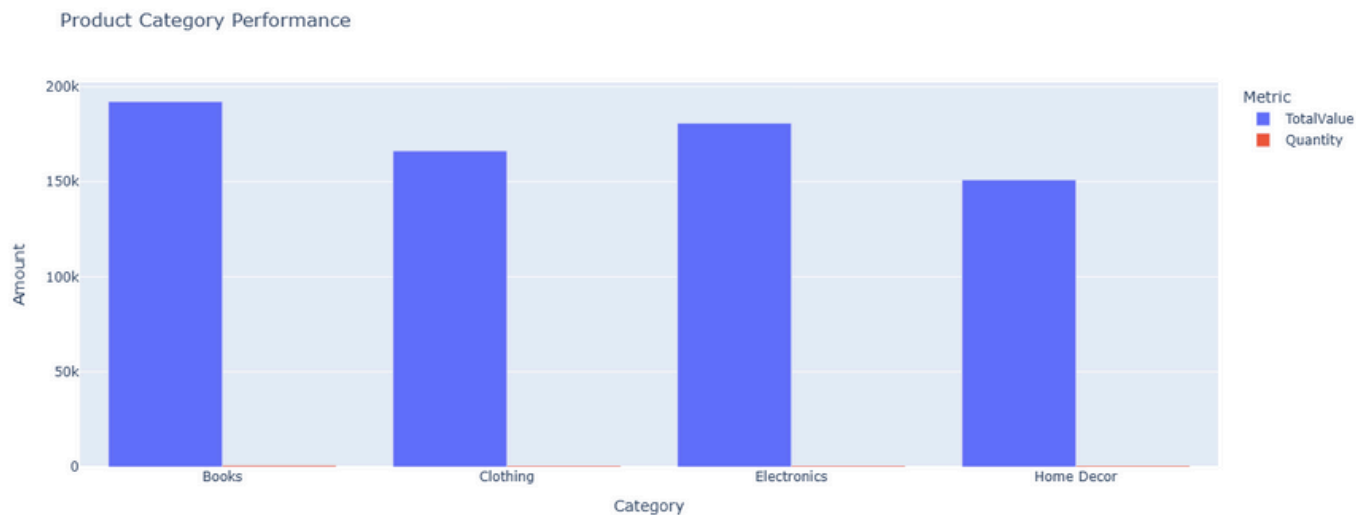
South America leads in sales, driven by Books and Electronics. To maintain this, focus on customer retention, loyalty programs, and supply chain efficiency. Asia shows growth potential in Clothing, with opportunities for targeted marketing and eCommerce expansion. North America has steady sales, with Electronics performing well; explore product bundles and subscription models. Europe performs well in Books and Electronics, but growth is needed in Home Decor; implement localized promotions and premium product offerings. Home Decor underperforms across all regions, requiring market research and targeted campaigns. Region-specific strategies will drive sustainable growth.

Insight 3: Top-Selling Categories



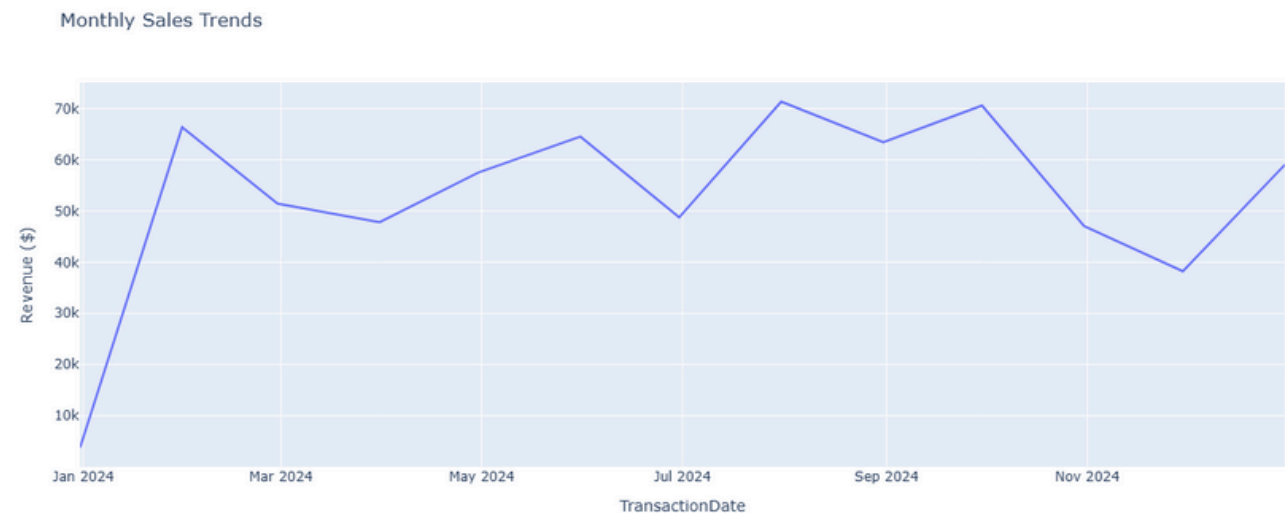
Books (27.8%) and Electronics (26.2%) are the top performers, reflecting strong consumer demand. Books can be expanded with exclusive editions, while Electronics could grow with product innovation and promotions. Clothing (24%) shows good potential for growth through targeted marketing, and Home Decor (21.9%) has room for improvement, possibly through trend alignment and targeted campaigns. Optimizing these categories will strengthen market presence.

Insight 4: Product Category Performance



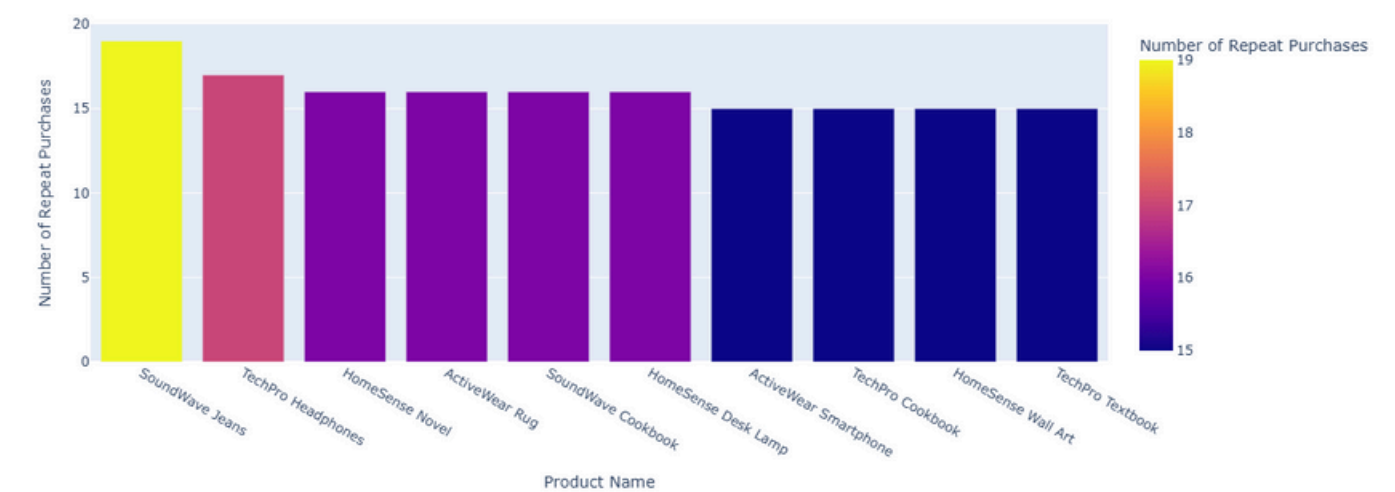
The revenue breakdown by product category shows that Books lead with \$192K, followed closely by Electronics at \$180K. These two categories dominate, reflecting consistent demand and strong market positioning. Clothing generates \$166K, indicating a solid performance but with room for growth through new designs or targeted campaigns. Home Decor, with \$150K, is the lowest revenue generator, suggesting either limited market interest or the need for better-aligned products. To capitalize on these trends, the company could focus on increasing Clothing sales through strategic marketing and improve Home Decor offerings with trend-focused designs or promotional efforts.

Insight 5: Sales Trends Over Time



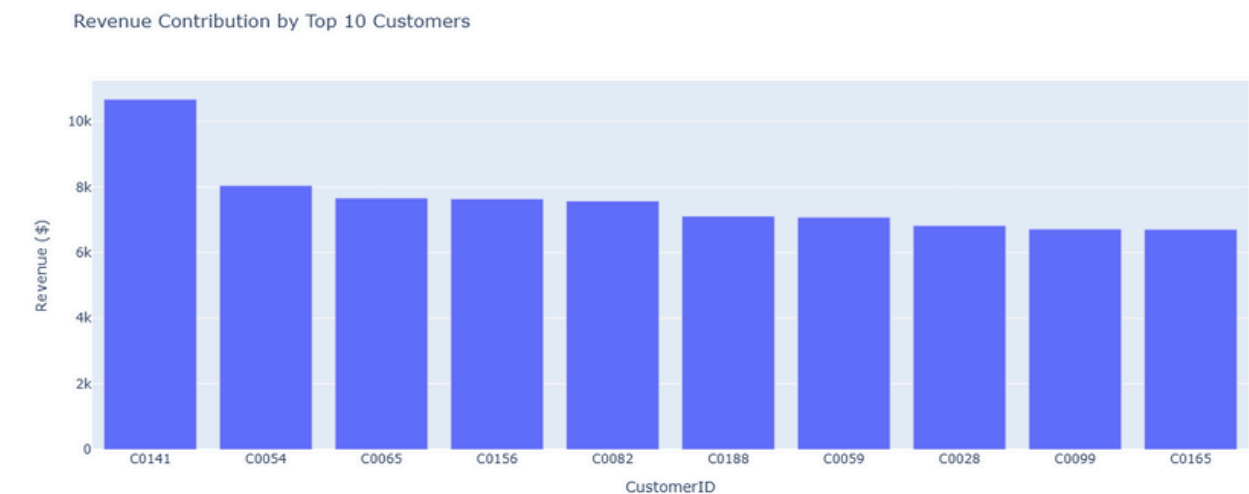
Sales are steady from January to September, indicating consistent demand and effective strategies. The dip from September to November may reflect a seasonal slowdown, with a significant peak in December, likely due to holiday shopping. Businesses should focus on maintaining customer loyalty during the quieter months and ramp up marketing efforts leading into the holiday season to capitalize on the December spike

Insight 6: Repeat Purchase Behavior



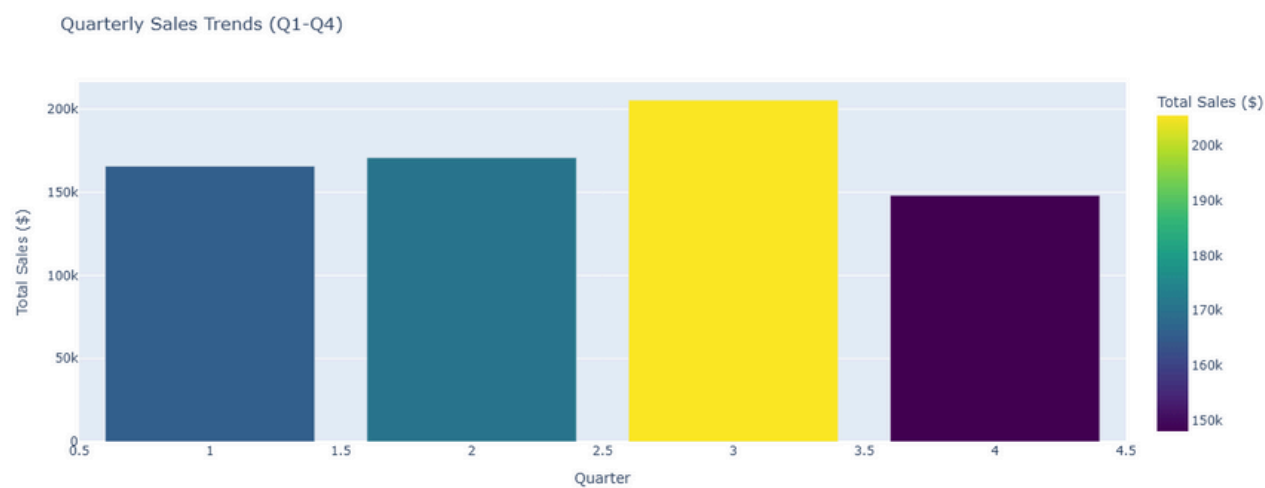
Soundwave Jeans have the highest repeat orders (19), indicating strong customer loyalty and satisfaction. TechPro Headphones and HomeSense Nova also show high repeat orders (17 each), suggesting these products are popular and reliable. Activate Wear Rug and HomeSense Desk Lamp have equal repeat orders (16), indicating consistent demand. These trends highlight the importance of customer retention strategies for high-performing products.

Insight 7 : Revenue Contribution by Top 10 Customers



The top 10 customers contribute significantly to revenue, with C0141 leading at 10k and C0054 at 8k. C0065, C0156, and C0082 each bring in 7.5k, showing a strong reliance on a few key customers. Focusing on retaining these high-value customers while expanding the customer base can help mitigate risks and drive growth. Analyzing their purchasing patterns can also reveal cross-selling opportunities and help tailor targeted promotions.


Insight 8 :sales trends across all quarters (Q1-Q4)




Sales peak in Q3 at 200k, reflecting strong performance, while Q4 sees a decline despite the holiday season. This suggests a potential shift in consumer behavior, such as earlier holiday shopping, or issues with Q4 marketing strategies, inventory management, or product availability. The lower sales in Q4 could indicate missed opportunities, highlighting the need to reassess marketing efforts, promotions, and stock levels to better align with customer demand during the holiday period.

Thanks for watching!



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