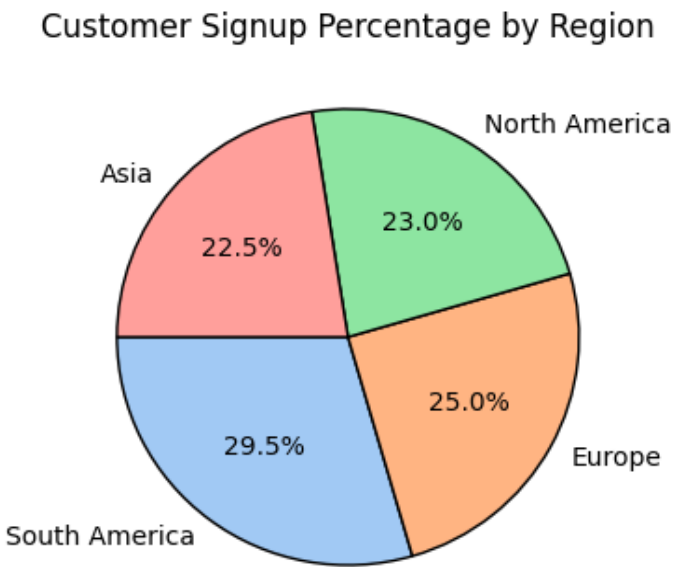


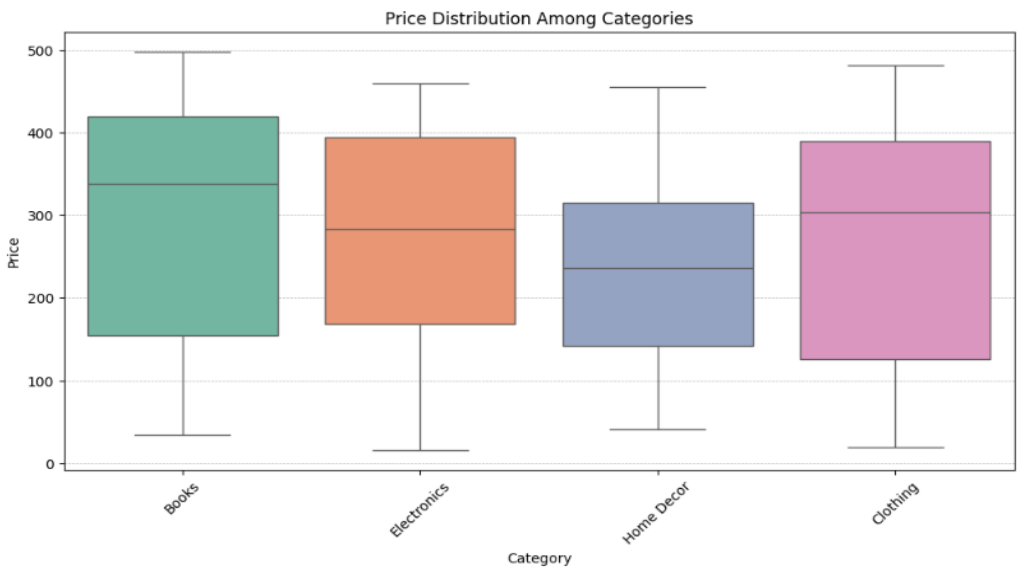
ECOMMERCE TRANSACTIONS DATA

BUSINESS INSIGHTS VIA EDA ANALYSIS

1. South America leads with 29.5% of signups, followed by Europe (25%) and North America (23%). Prioritize marketing campaigns and region-specific promotions in South America while exploring underperforming regions for growth opportunities.

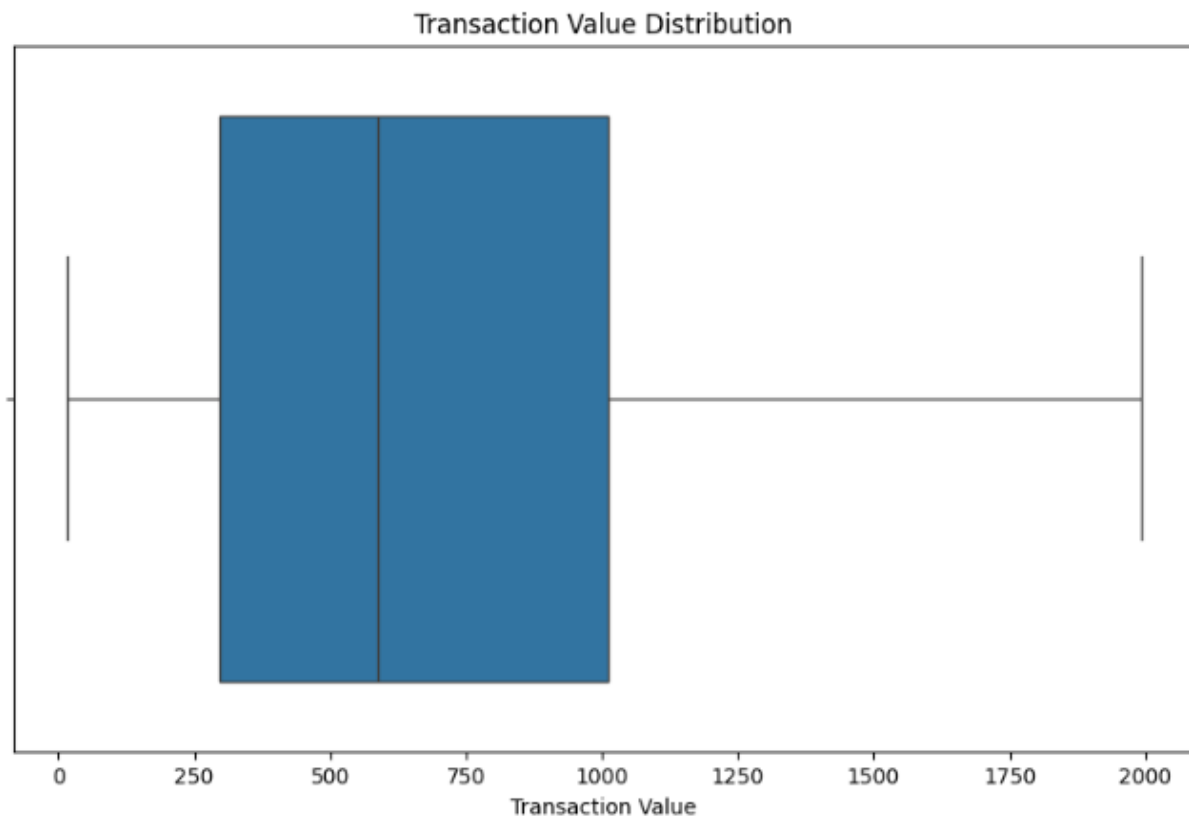


2. Categories like Books (\$75,742.08 in 2024) and Clothing (\$64,151.43) dominate sales revenue. Invest in inventory expansion and promotional campaigns in these high-performing categories.



3. Electronics have a higher mean price (\$347.71) compared to Books (\$280.52) and Home Décor (\$156.96). Highlight premium products in categories like Electronics to increase revenue per sale.

4. Average transaction value is \$689.99, with 25% of transactions above \$1011.66. Focus loyalty programs and upselling efforts on high-value customers to maximize lifetime value.



5. Most purchases involve 2–3 items, with a maximum of 4 items per transaction. Encourage bundling strategies, such as "buy 2, get 1 free," to boost average transaction size.