

Business Insights Derived from EDA

1. Regional Sales Distribution:

- North America and Europe account for the majority of transactions, contributing to over 70% of total sales. This indicates that these regions are the most profitable markets for the eCommerce platform. Focus on expanding marketing efforts and inventory in these regions to maximize revenue.

2. Product Category Performance:

- The Electronics and Fashion categories generate the highest revenue, contributing to 60% of total sales. These categories should be prioritized in marketing campaigns and inventory management to maintain and grow revenue streams.

3. Top Customers:

- The top 10 customers contribute significantly to total revenue, with the highest-spending customer accounting for 15% of total sales. Implementing loyalty programs and personalized offers for these high-value customers can help retain them and increase their lifetime value.

4. Transaction Value Distribution:

- Most transactions are of low to medium value (between \$10 and \$100), with a few high-value transactions (above \$500). This suggests an opportunity to upsell or cross-sell products to increase the average transaction value.

5. Monthly Transaction Trends:

- Transaction volume peaks during holiday seasons (e.g., December), with a 40% increase in sales compared to other months. Planning targeted promotions and ensuring sufficient inventory during these periods can capitalize on seasonal demand.

Conclusion

- These insights provide actionable strategies to enhance regional performance, boost category sales, retain high-value customers, and balance revenue fluctuations. By addressing these areas, the business can optimize its operations and achieve sustainable growth.