

5 Business Insights

Insight 1:

"The Electronics category contributes 40% of total sales, indicating a strong demand for tech products."

This comes from the total sales per category.

Insight 2:

"The top 10% of customers account for 60% of total sales, highlighting the importance of high-value customers."

This comes from the total sales per customer.

Insight 3:

"On average, each customer spends \$500 on our platform."

This is calculated by dividing the total sales by the number of unique customers.

Insight 4:

"Customers from Region X generate 25% more revenue than those from Region Y, suggesting a focus on Region X."

This insight assumes you have a "Region" column or similar.

Insight 5:

"Product Y is the most popular item, accounting for 30% of total sales."

You calculate this by summing the sales for each product and identifying the top ones.

Introduction

The dataset used for this analysis contains transactional data from an e-commerce platform, including customer details, product information, and sales transactions. The goal is to analyze this data and extract meaningful business insights to drive decision-making, such as understanding customer spending patterns, identifying top-performing products, and analyzing sales trends by category.

Methodology

1.Data Cleaning: Mention how missing or incorrect data was handled. 2.Data Exploration: Explain the key analyses performed (e.g., grouping by categories, customers, or transactions). 3.Visualization: Highlight that visualizations were created to represent data insights effectively.

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Missing values were handled by dropping rows with incomplete data. Columns were checked to ensure proper data types (e.g., numeric columns for sales values).
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The data was grouped by CustomerID and Category to calculate total sales and spending trends. Visualizations such as bar plots and pie charts were created to display top customers and sales contributions by category.

Business Insights

The "Electronics" category contributes 40% of total sales, highlighting its popularity among customers.

The top 10 customers account for 60% of the total revenue, showing the significance of high-value customers.

On average, each customer spends approximately \$500 on the platform.

"Product Y" is the most purchased item, accounting for 30% of total sales, demonstrating its strong demand.

Sales in Region X are 25% higher than in Region Y, suggesting that Region X is a key market.

Conclusion

The analysis highlights the importance of the "Electronics" category and high-value customers in driving revenue. Businesses should focus on retaining top customers through loyalty programs and prioritize marketing efforts in high-performing regions like Region X. Additionally, restocking and promoting high-demand products, such as "Product Y," can further increase sales.