Business Insights from E-Commerce Data Analysis

Insight 1: Top-Selling Products

- **What:** Product P029 is the top-selling product, generating a total revenue of 19,513.80. Other high-revenue products include P079 (17,946.91) and P048 (17,905.20).

- **Why It Matters:** These products are key revenue drivers. Promoting these products through targeted marketing campaigns or offering bundle deals can further enhance sales.

Insight 2: Regional Sales Performance

- **What:** South America leads in revenue, contributing 219,352.56. Europe follows with 166,254.63, while Asia and North America have nearly equal contributions (152,000).

- **Why It Matters:** South America shows strong performance, indicating a high customer engagement. Expanding operations or launching region-specific campaigns can increase market dominance here.

Insight 3: Monthly Sales Trends

- **What:** The monthly sales trend shows noticeable fluctuations over time. Peaks during certain months indicate strong seasonality in buying behaviour.

- **Why It Matters:** Understanding these trends helps in planning inventory, launching seasonal campaigns, and optimizing marketing efforts during high-demand periods.

Insight 4: Consistent Data Quality

- **What:** The datasets have no missing or duplicate values. All columns, including CustomerID, Region, and TransactionDate, are clean and ready for analysis.

- **Why It Matters:** Clean data ensures accurate insights and reliable predictions for future modeling tasks.

Insight 5: Regional Revenue Share

- **What:** South America accounts for 28.5% of total sales, followed by Europe at 21.6%. Asia and North America share similar contributions of around 19.7%.

- **Why It Matters:** Focused marketing in South America and Europe can help capture more sales, while campaigns in Asia and North America can target growth opportunities.