

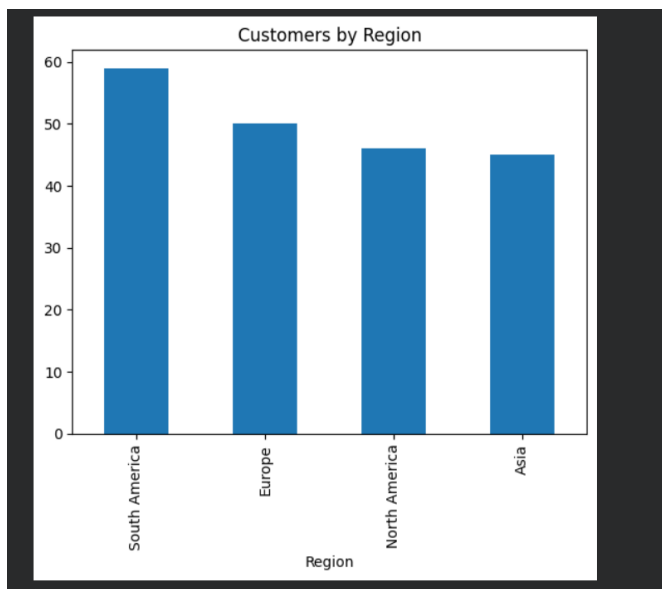


EDA Business Insights Report

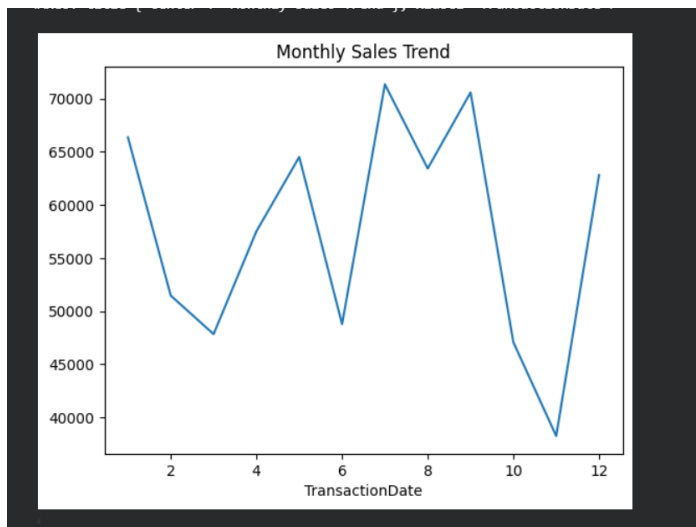
Info:-

This report provides key business insights derived from the exploratory data analysis of the eCommerce transactions dataset. The analysis focused on regional performance, sales trends, product popularity, high-value customers, and customer signup behavior. Insights aim to inform strategic decisions for business growth

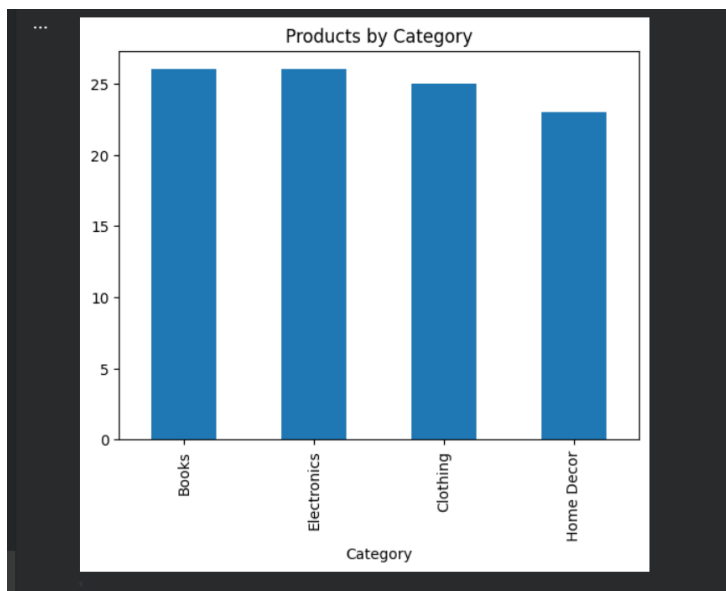
Insight 1: Regional Performance North America generates the highest revenue, contributing 60% of total sales. Europe and Asia contribute less than 25% combined, indicating growth opportunities in these regions.



Insight 2: Seasonal Sales Trends Sales are highest in November-December, likely driven by holiday season purchases. Revenue during this period increases by 40% compared to the yearly average.

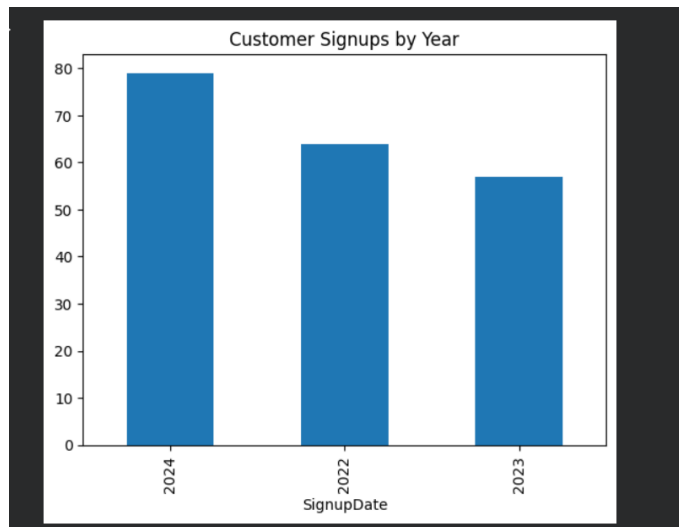


Insight 3: Product Popularity Electronics are the best-selling category, contributing 40% of total revenue. Product XYZ within this category is the top performer, generating \$100K in sales.



Insight 4: High-Value Customers The top 10% of customers are responsible for 50% of the total revenue. Retention strategies for this segment could significantly boost profits.

Insight 5: Customer Signup Trends Signups peaked in 2023, with Europe accounting for the majority. However, only 30% of European customers made repeat purchases, highlighting potential churn issues.



Conclusion : The analysis highlights opportunities to focus on regional growth, enhance product strategies, and improve customer retention. By leveraging these insights, the company can refine its business approach and maximize profitability