

EDA Business Insights Report

Here are five key insights from analysing the eCommerce data:

1. **Revenue Doesn't Match Customer Numbers in Some Regions**

While some regions have a large number of customers, they don't generate as much revenue as expected. This suggests an opportunity to focus on these regions with marketing efforts or customer engagement with special deals or campaigns to encourage people to spend more in underperforming regions.

2. **Opportunities in Product Pricing**

The pricing of products across different categories varies a lot, especially for the higher-priced items indicating potential opportunities for price optimization. Some categories might benefit from introducing premium products, while others could do better with more competitive pricing to attract buyers and increase sales.

3. **Seasonal Patterns in Revenue**

Monthly sales show clear seasonal trends, with certain months being busier than others. This insight can help with planning inventory, launching marketing campaigns, and allocating resources to make the most of high-demand periods and prepare strategic planning for slower months.

4. **Big Spenders Are Clustered in Certain Regions**

High-value customers (those spending over \$500) are concentrated in specific regions. There's an opportunity to apply successful strategies from these regions to others with fewer big spenders. Loyalty programs and personalized offers can also help retain these valuable customers.

5. **Mismatch Between Popular and Profitable Products**

The most frequently purchased products are not always the ones generating the most revenue. There's an opportunity to focus on boosting sales of high-margin items through promotions or bundling while also finding ways to increase profits from popular products.