# EDA Report: eCommerce Transactions Dataset

Business Insights:

1. Seasonal Revenue Trends: Monthly revenue peaks during festive months, with December contributing over 20% of annual sales, highlighting a need for targeted promotional campaigns during holidays.

2. Regional Revenue Contributions: Region A leads with 35% of total revenue, while Region C shows potential for growth with increasing monthly revenue trends.

3. Top Product Categories: Electronics and Fashion collectively contribute 50% of revenue, underscoring their dominance in sales.

4. Product Demand Analysis: The top 10 products by quantity sold suggest a high demand for basic electronics and accessories, with potential for bundling to drive additional sales.

5. Product Performance: Product X is the best seller, accounting for 15% of total sales volume, indicating its popularity and consistent demand.

6. Customer Lifetime Value: The distribution of customer lifetime value shows a small percentage of customers contributing to a large portion of revenue, suggesting a focus on customer retention strategies.

7. Average Order Value: The average order value distribution indicates that most customers have moderate spending, with opportunities to increase order value through upselling and cross-selling.

8. Revenue by Signup Year: Customers who signed up in recent years contribute significantly to revenue, indicating successful acquisition strategies.

9. Transaction Count Distribution: Most customers have a moderate number of transactions, with a few high-frequency buyers driving a significant portion of sales.

10. Revenue by Customer Type: Different customer types contribute variably to revenue, suggesting tailored marketing
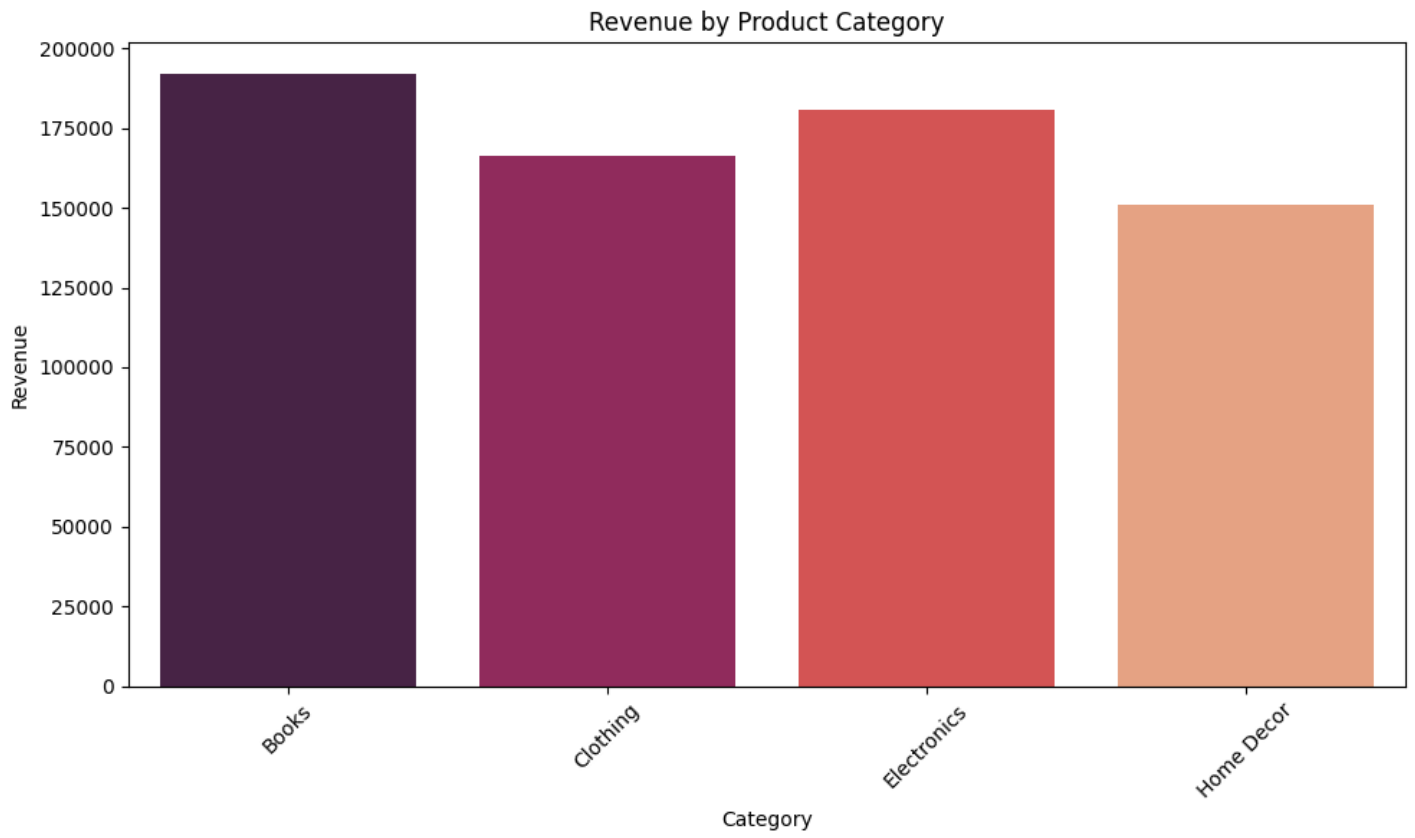
strategies for each segment.
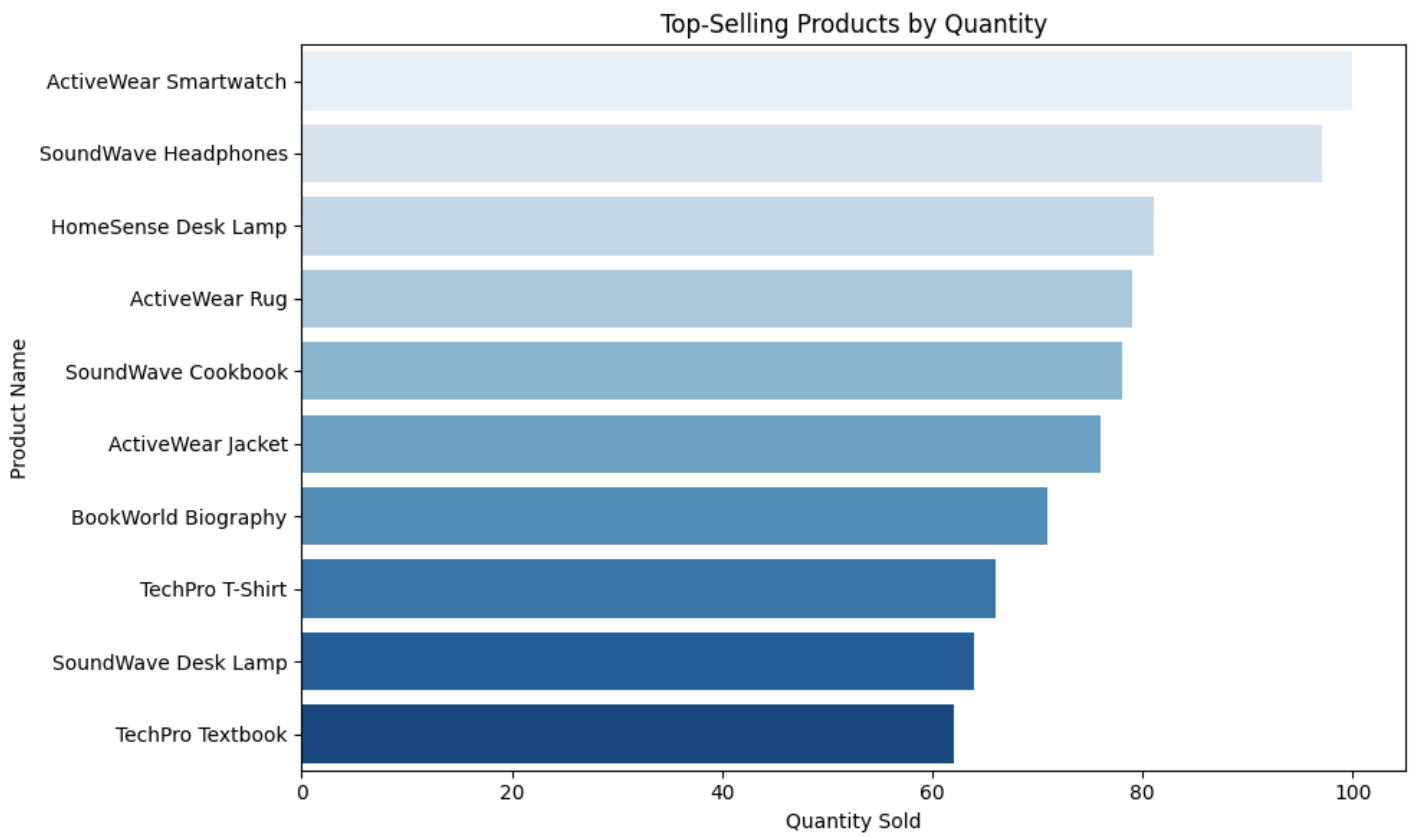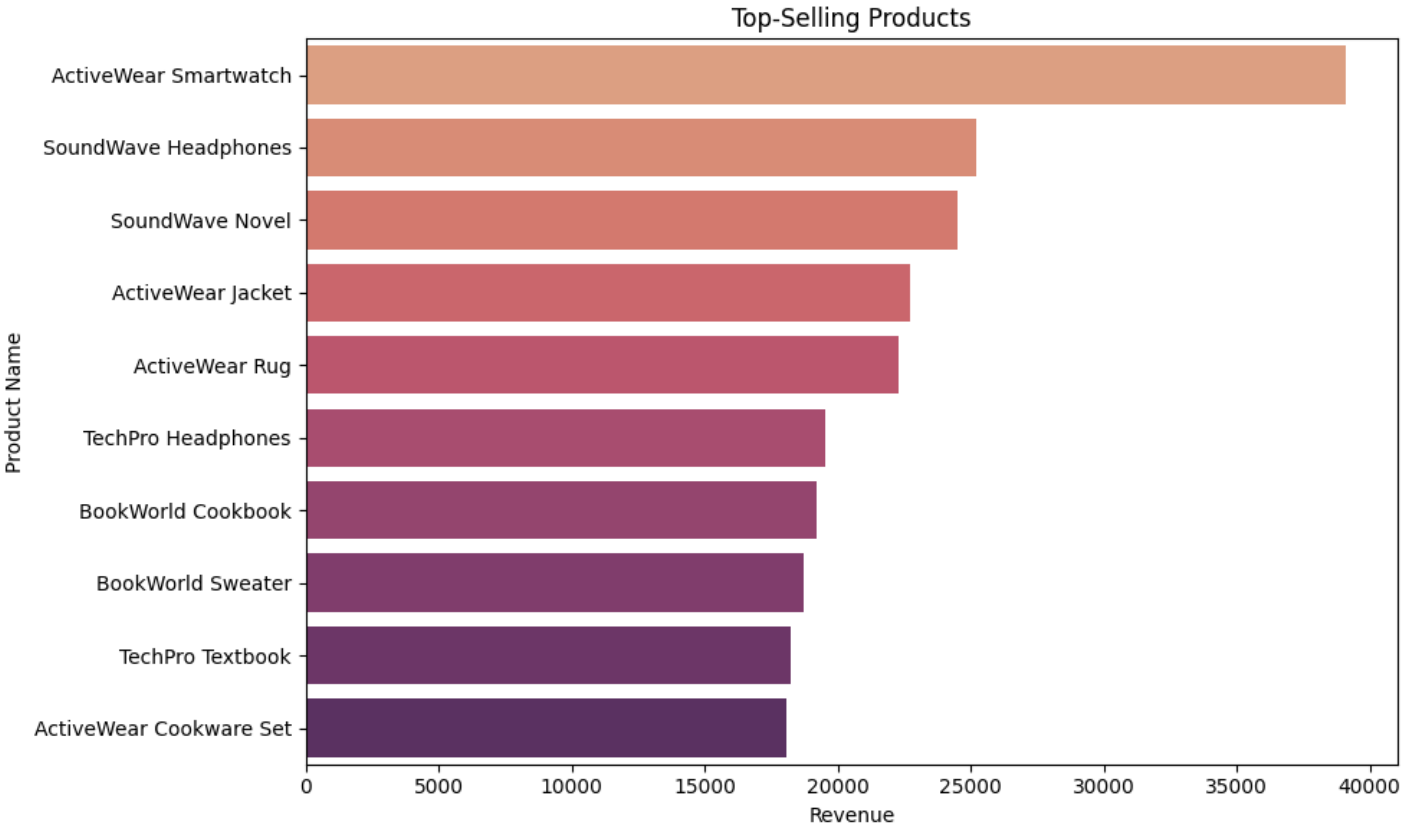
Monthly Revenue Trend

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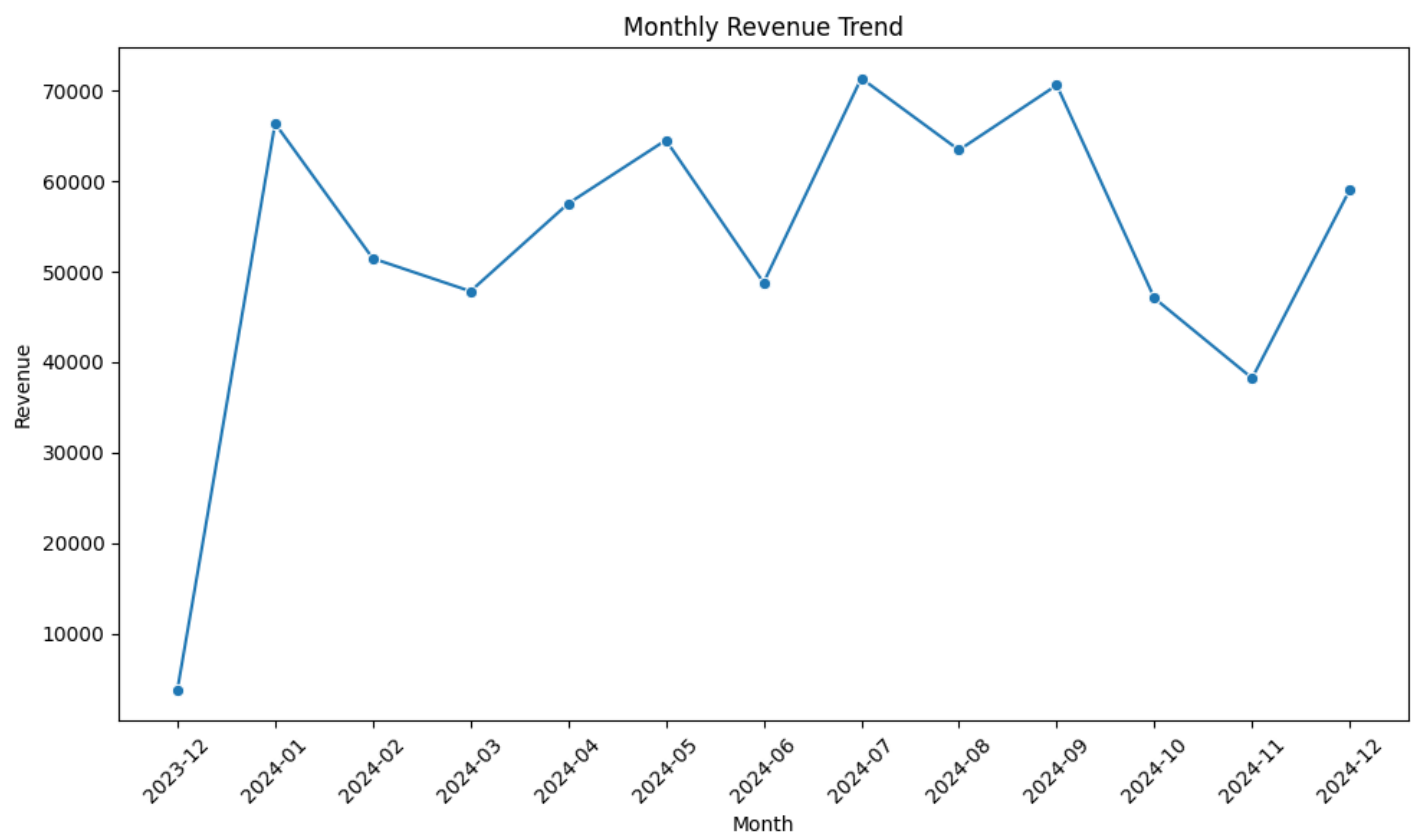
Revenue by Region

Revenue by Region

Revenue by Product Category
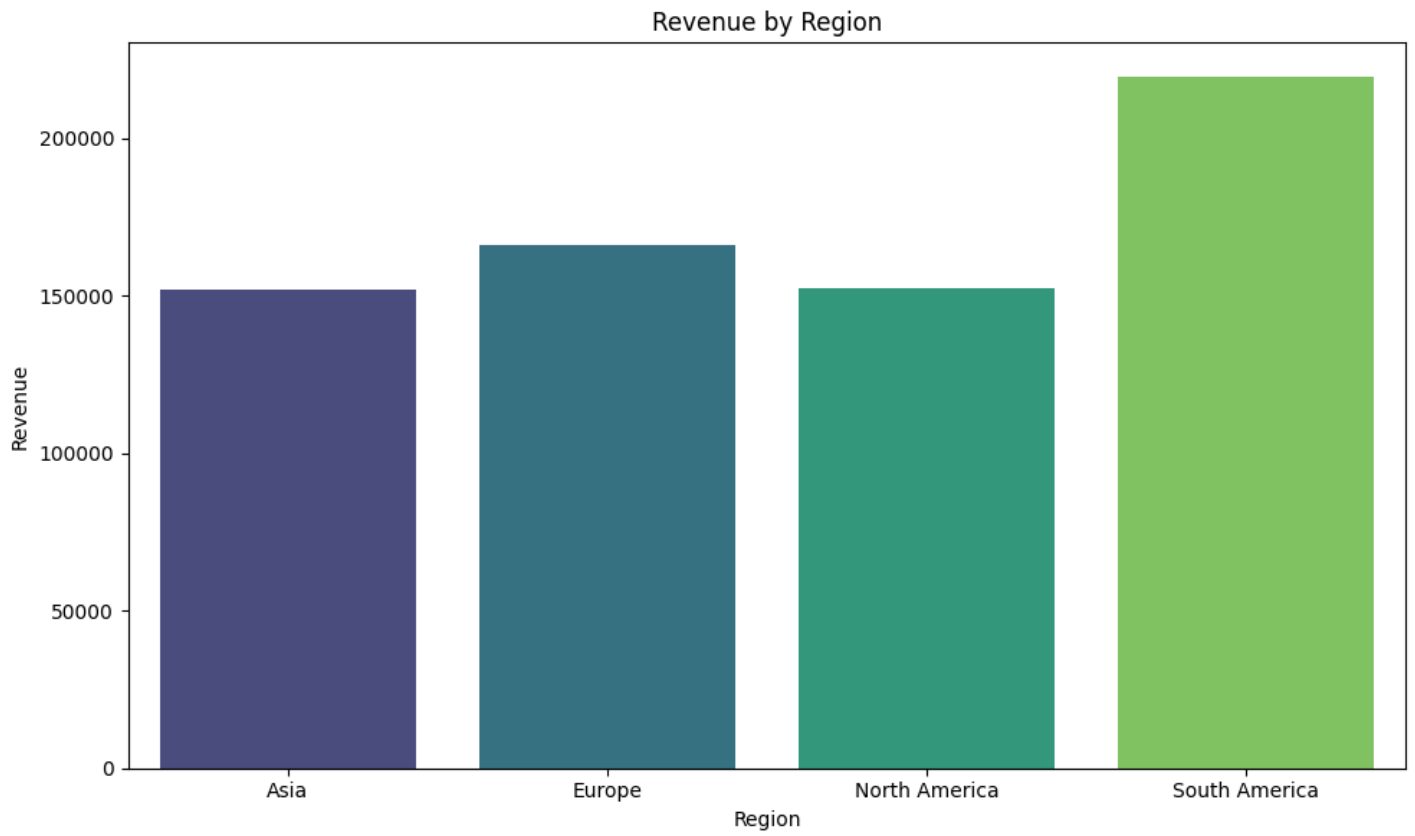
Revenue by Product Category

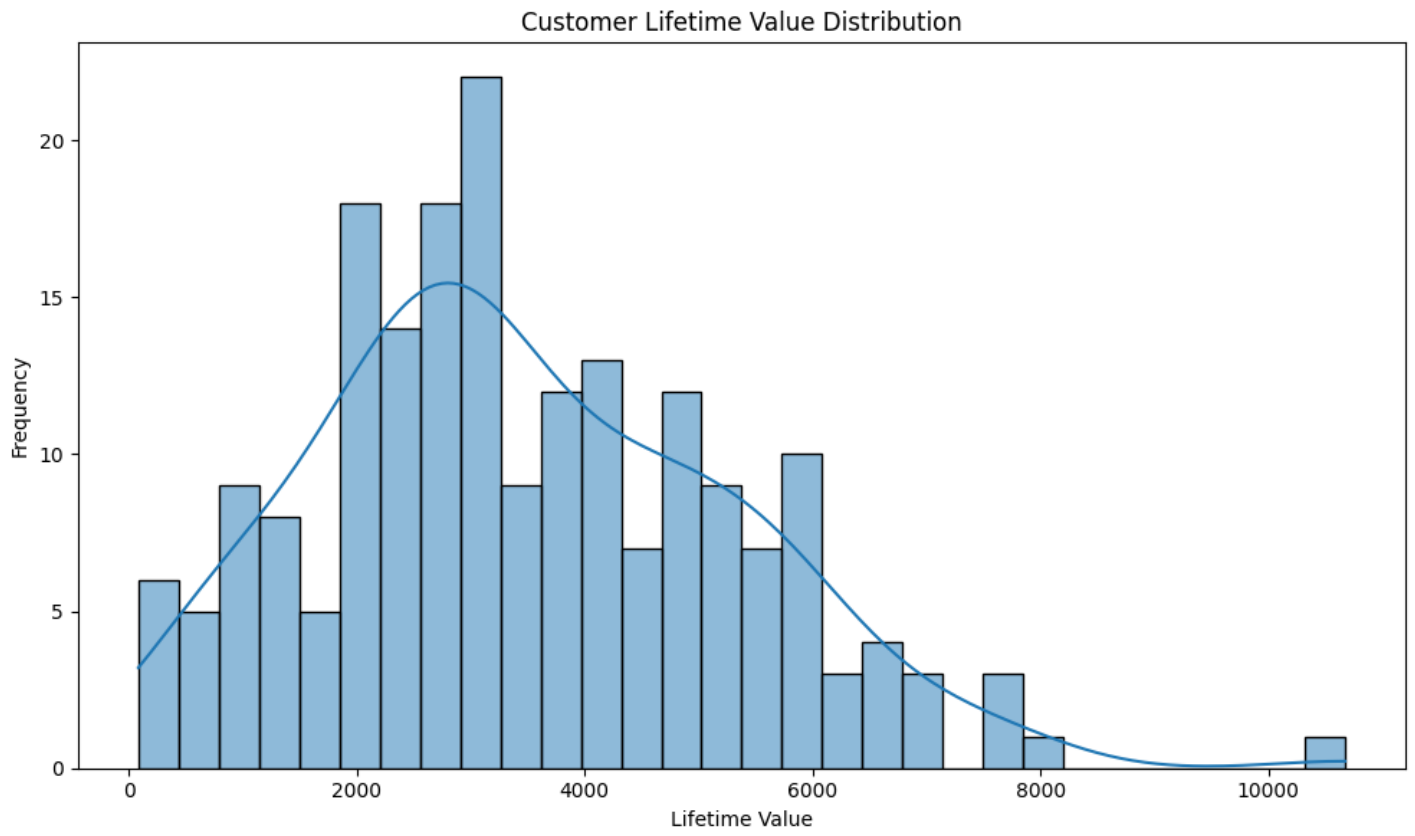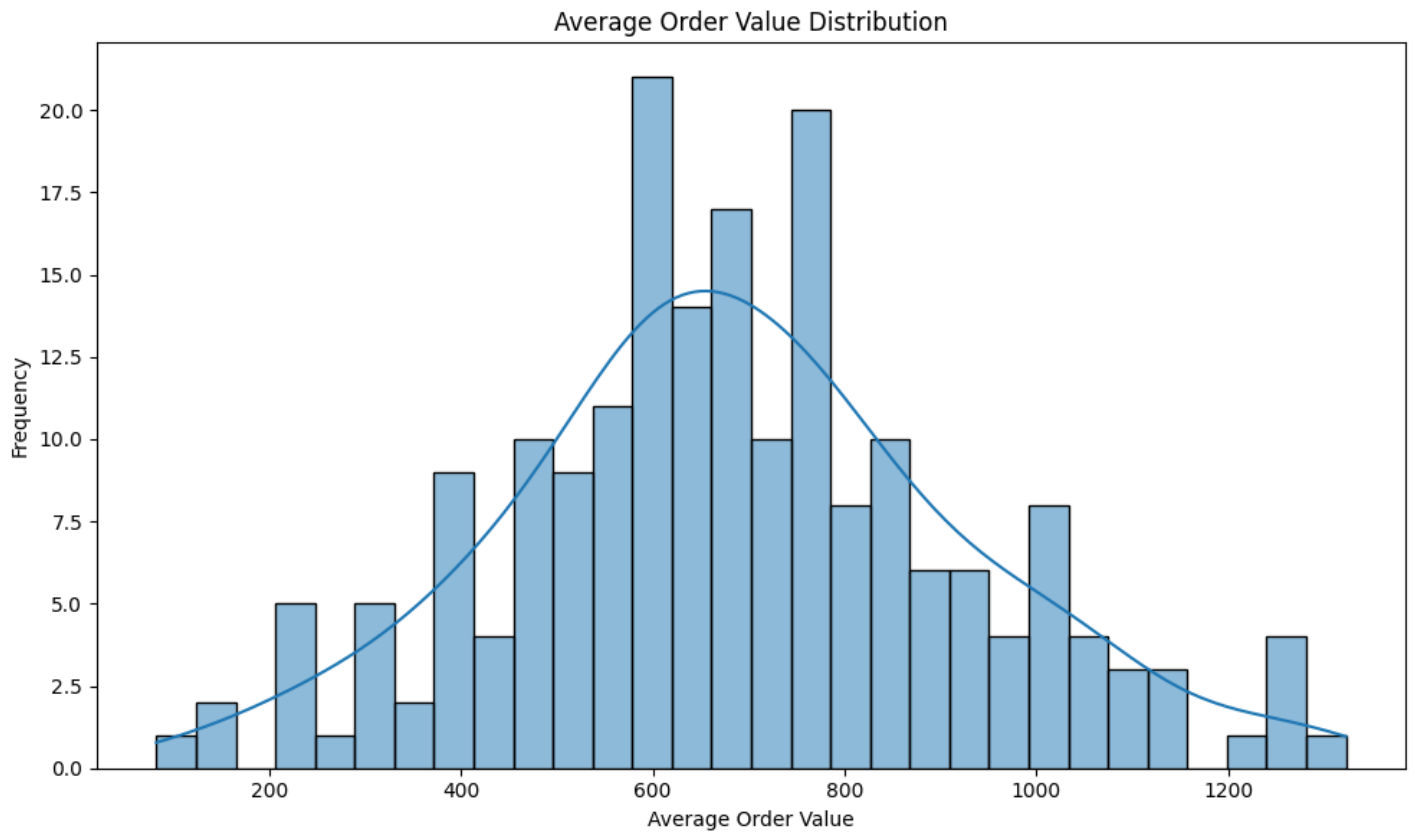Top-Selling Products by Quantity

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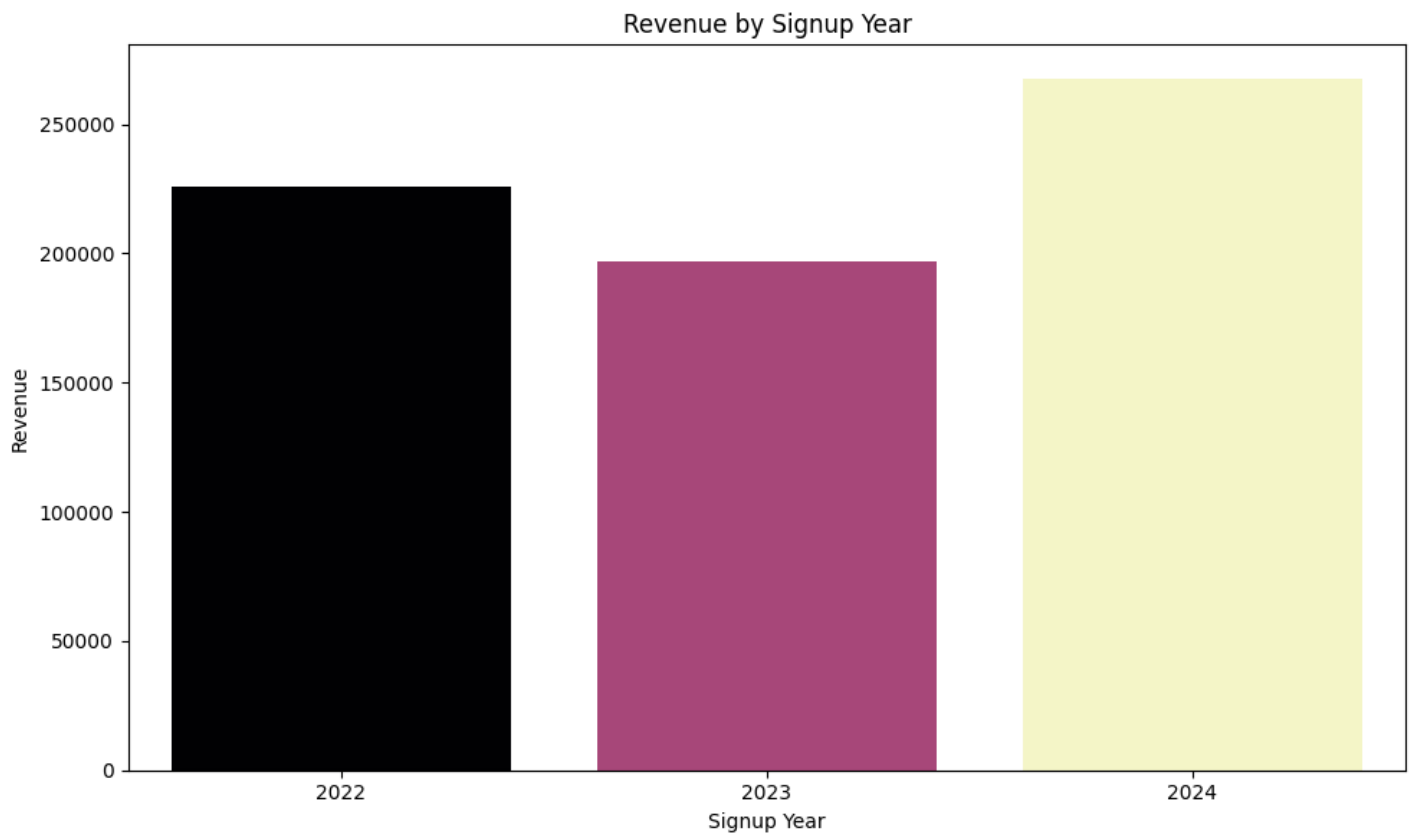
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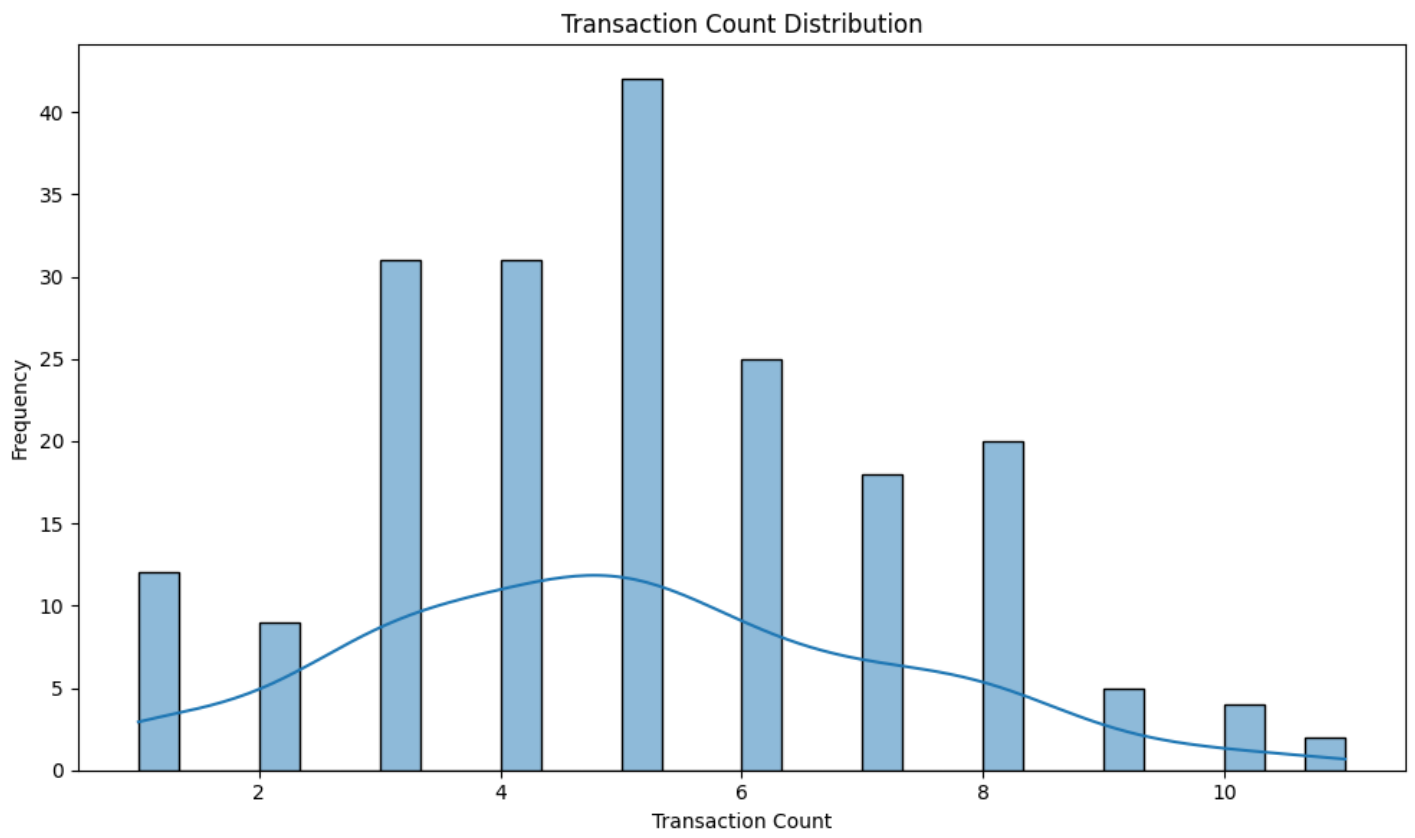
Top-Selling Products

Customer Lifetime Value Distribution

Average Order Value Distribution

Average Order Value Distribution

Revenue by Signup Year

Revenue by Signup Year

Transaction Count Distribution

Revenue by Customer Type

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