# 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.
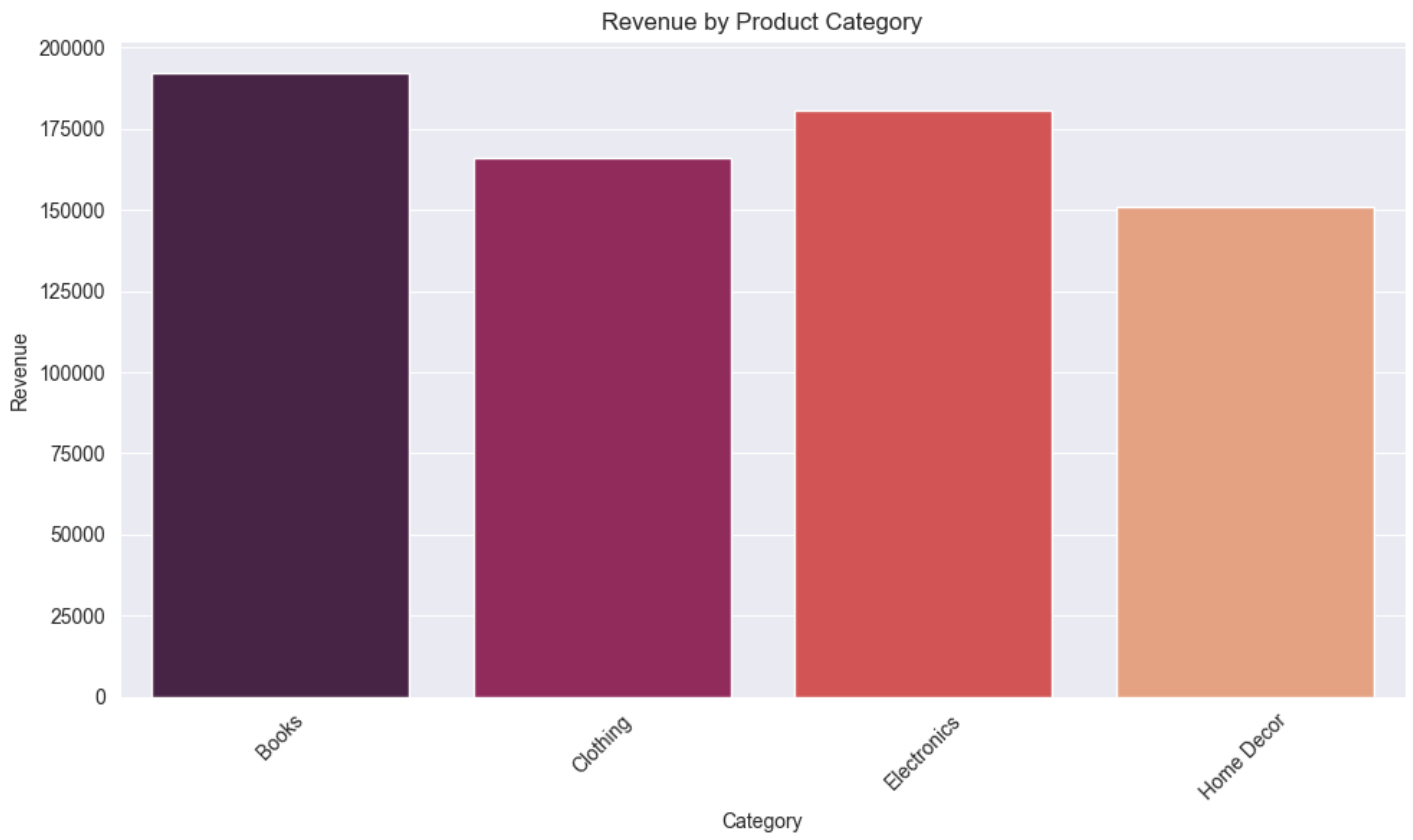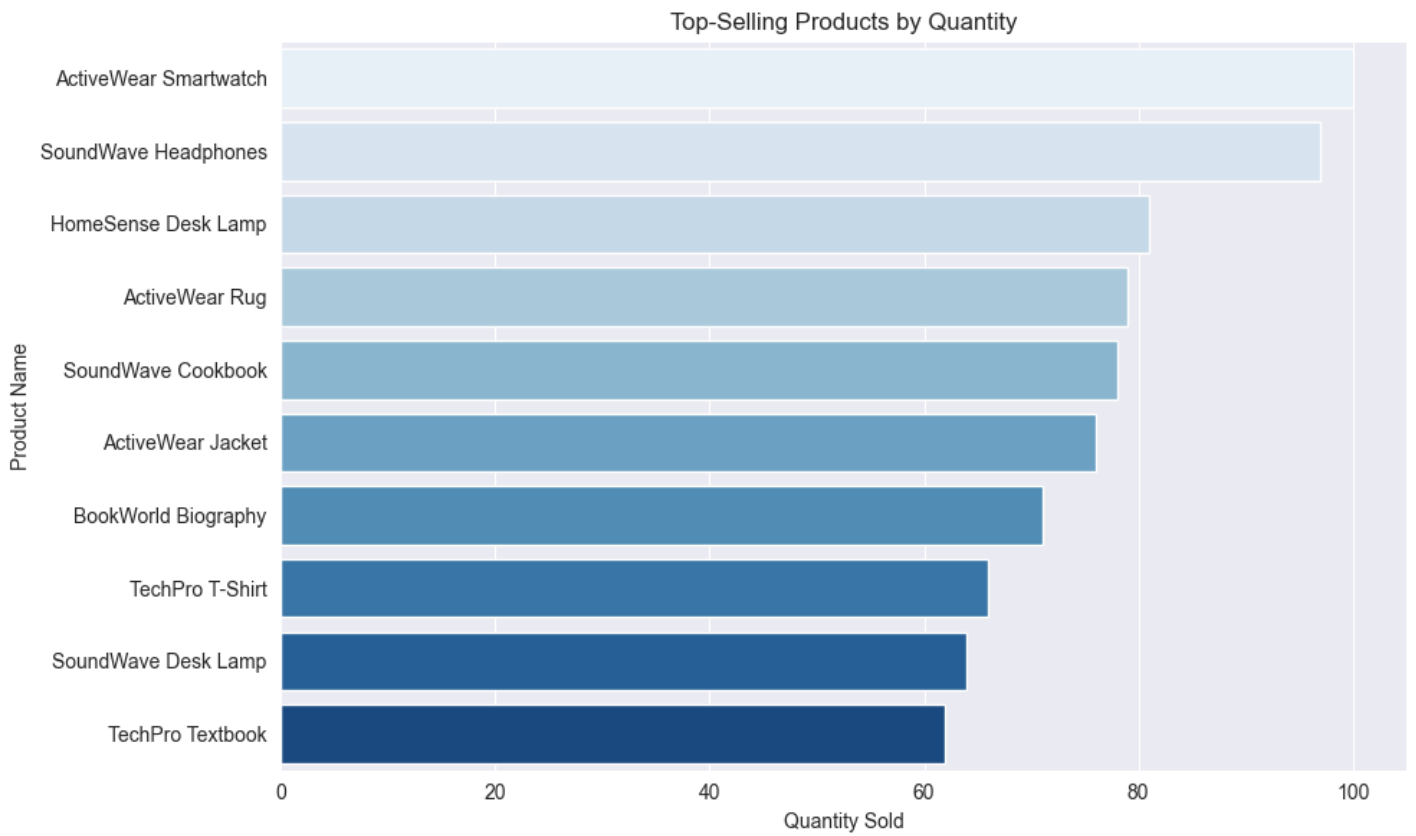
Monthly Revenue Trend

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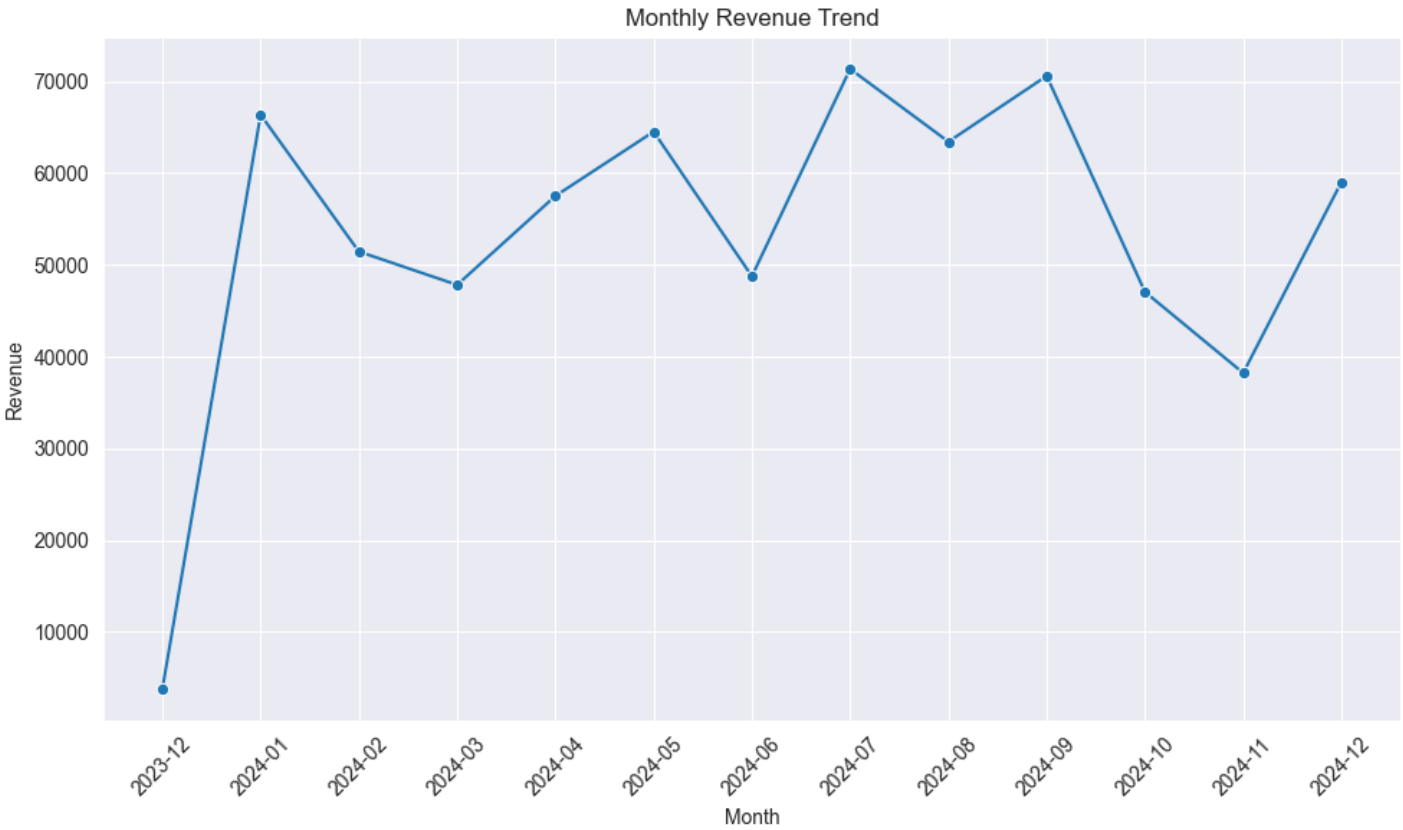
Revenue by Region

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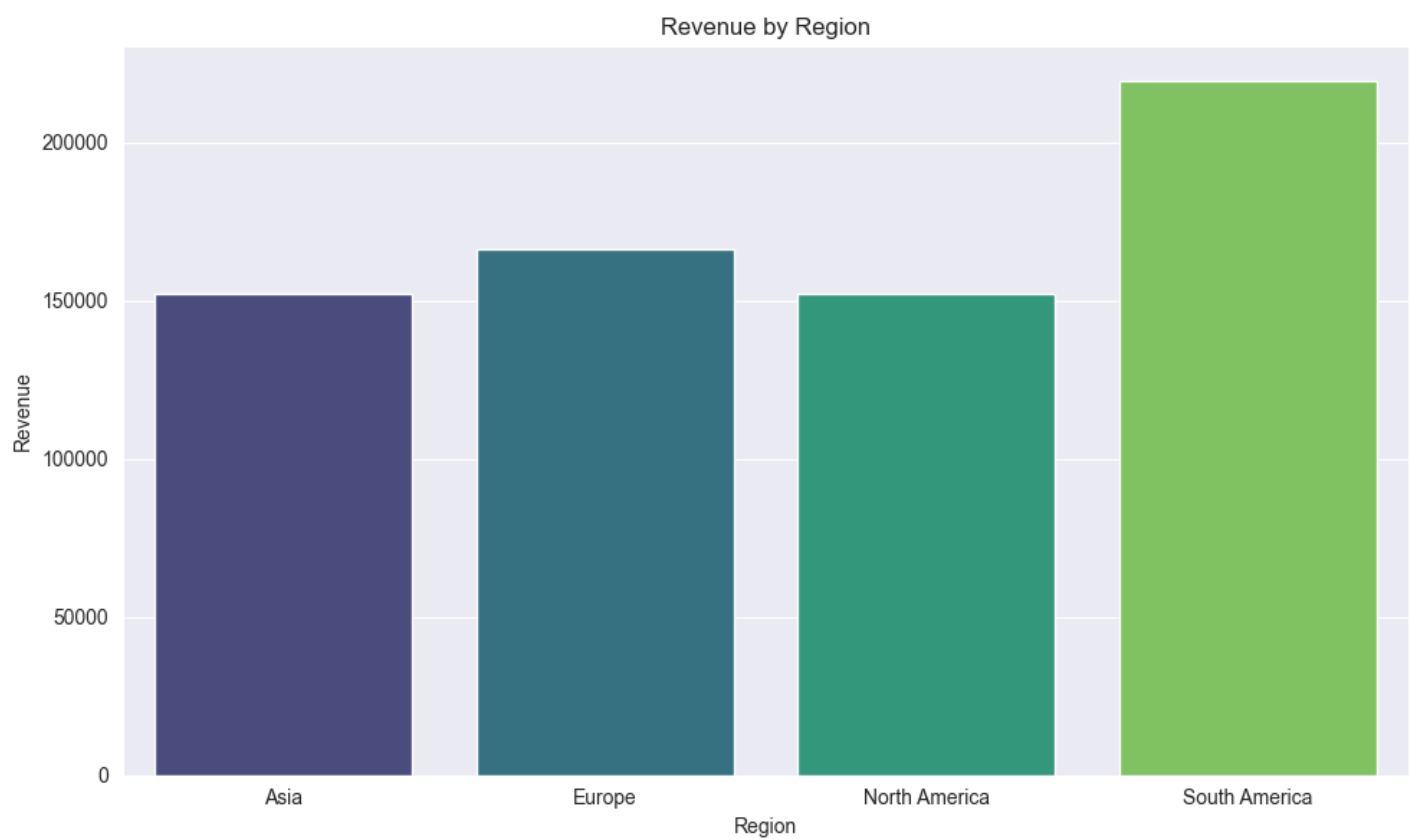
Revenue by Product Category

Top-Selling Products by Quantity

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