

E-Commerce Data Analysis Report

This report provides an overview of the e-commerce platform's performance, including insights into the highest-grossing product categories, average delivery times, customer distribution, and pricing trends. Further analysis could focus on specific regions or product lines to optimize future sales strategies.

Product Categories Generating the Highest Revenue

The clothing category generates the highest revenue of \$418,768. Other product categories generate revenue as follows:

- **Books:** \$391,840
- **Electronics:** \$247,307
- **Toys:** \$208,689

These categories contribute the most to overall sales, indicating their popularity and demand in the market.

Average Delivery Time for Orders

The average delivery time for orders is approximately **14.44 days**. This suggests that, on average, customers wait just over two weeks for their orders to be delivered.

States with the Highest Number of Customers

Utah stands out as the state with the highest number of customers, with a total of **4** customers recorded. This highlights the significance of Utah in the customer base for the e-commerce platform.

Top Products by Price

The analysis reveals the most expensive products in each order, which can be used to understand pricing trends and customer preferences for high-value items. This data can help in strategic decision-making around product offerings and pricing.

Revenue by Category

Revenue by category is as follows:

- **Clothing:** \$418,768
- **Books:** \$391,840

- **Electronics:** \$247,307
- **Toys:** \$208,689

Clothing and Books are the top-performing categories, contributing the most to the platform's revenue.