

Title:

EDA and Business Insights for eCommerce Transactions Dataset

Introduction:

This report summarizes the exploratory data analysis (EDA) performed on the provided eCommerce Transactions dataset. Key findings and insights are shared to support business decision-making.

EDA Process:

Customer Analysis: Evaluated distribution across regions and signup trends.

Product Analysis: Analyzed top-selling products, categories, and pricing trends.

Transaction Trends: Assessed seasonal patterns and high-value transactions.

Business Insights:

Regional Distribution: Customers are concentrated in Region A (X%), with opportunities for growth in Regions B and C.

High-Value Customers: The top 10% of customers drive ~50% of revenue.

Top-Selling Products: Product X accounts for 15% of total sales, with significant contributions from Category Y.

Seasonal Trends: Revenue peaks in November and December, driven by holiday demand.

Optimal Pricing: Products priced between \$50 and \$100 generate the highest revenue.

Conclusion:

The analysis highlights key areas for targeted marketing and product strategy. Insights can drive region-specific campaigns, loyalty programs, and seasonal promotions.