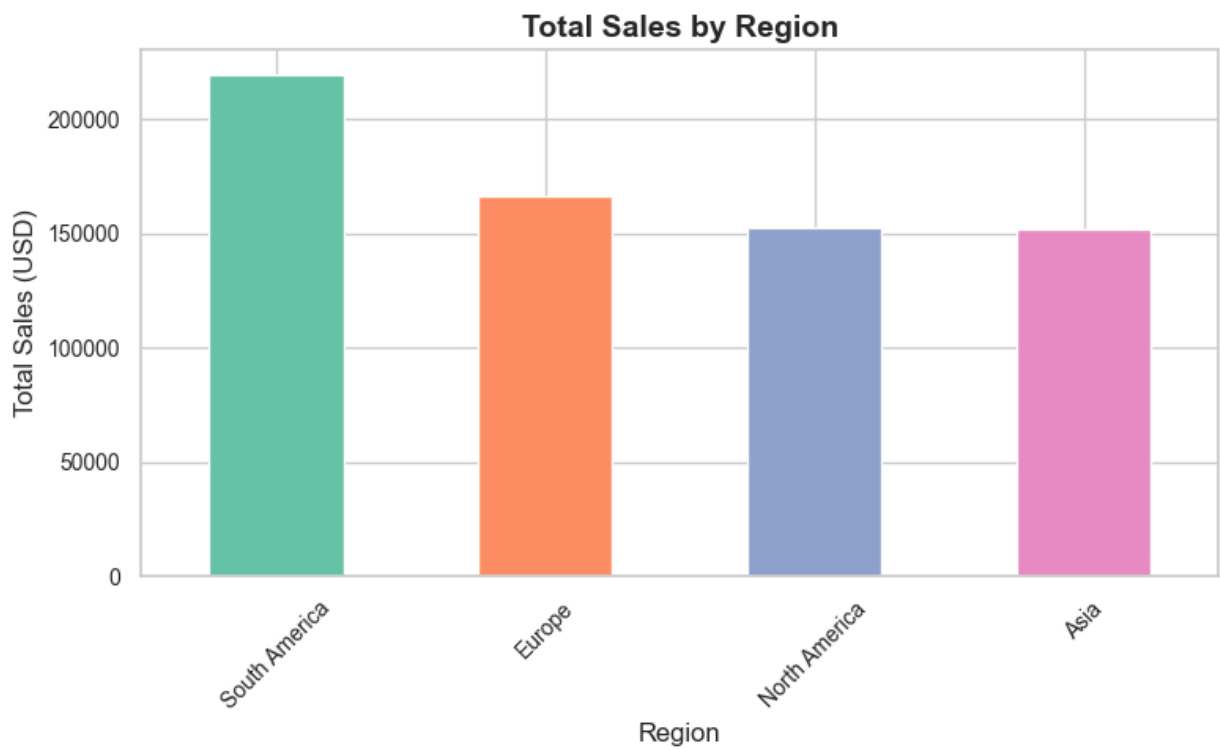


# EDA and Business Insights for eCommerce Transactions Dataset

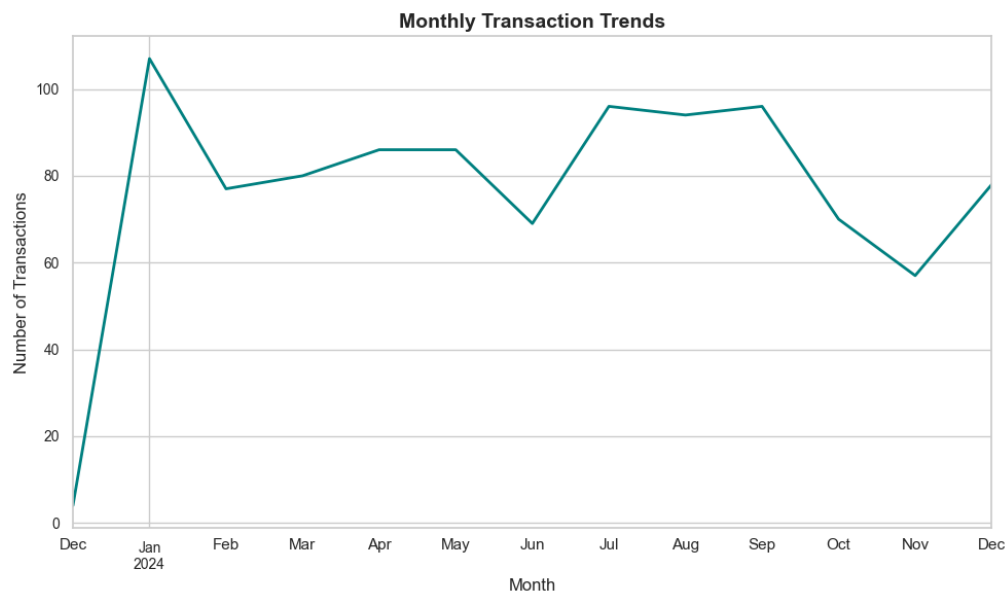
This report summarizes the findings from the exploratory data analysis (EDA) of the eCommerce Transactions dataset and provides actionable business insights.

## Insight 1: Regional Sales Performance



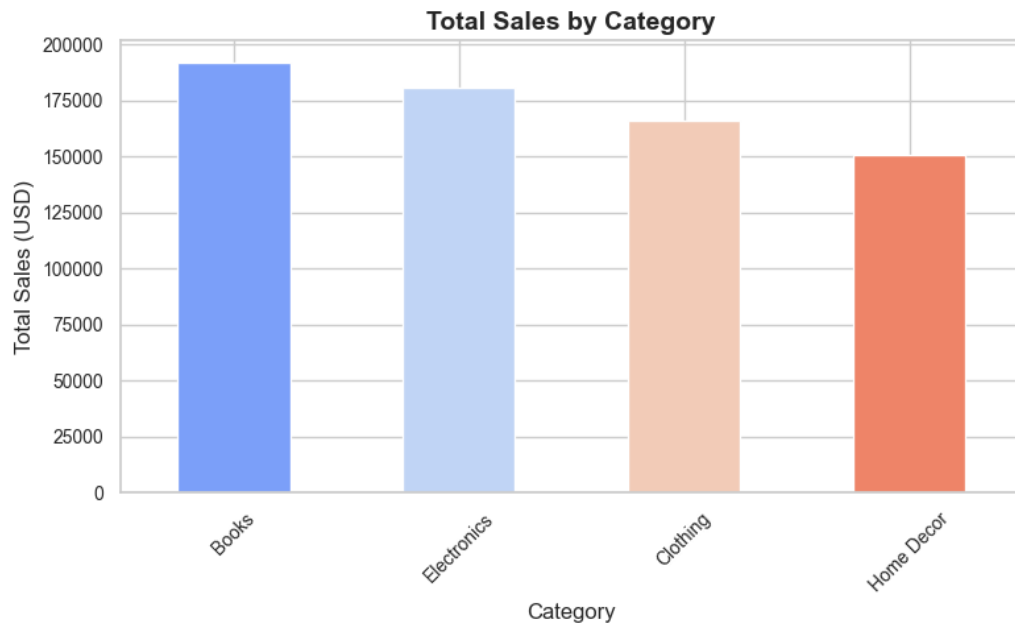
- Sales are highest in South America and lowest in Asia and North America.
- Action:** Focus marketing efforts on underperforming regions like Asia and North America to boost sales.

## Insight 2: Seasonal Transaction Trends



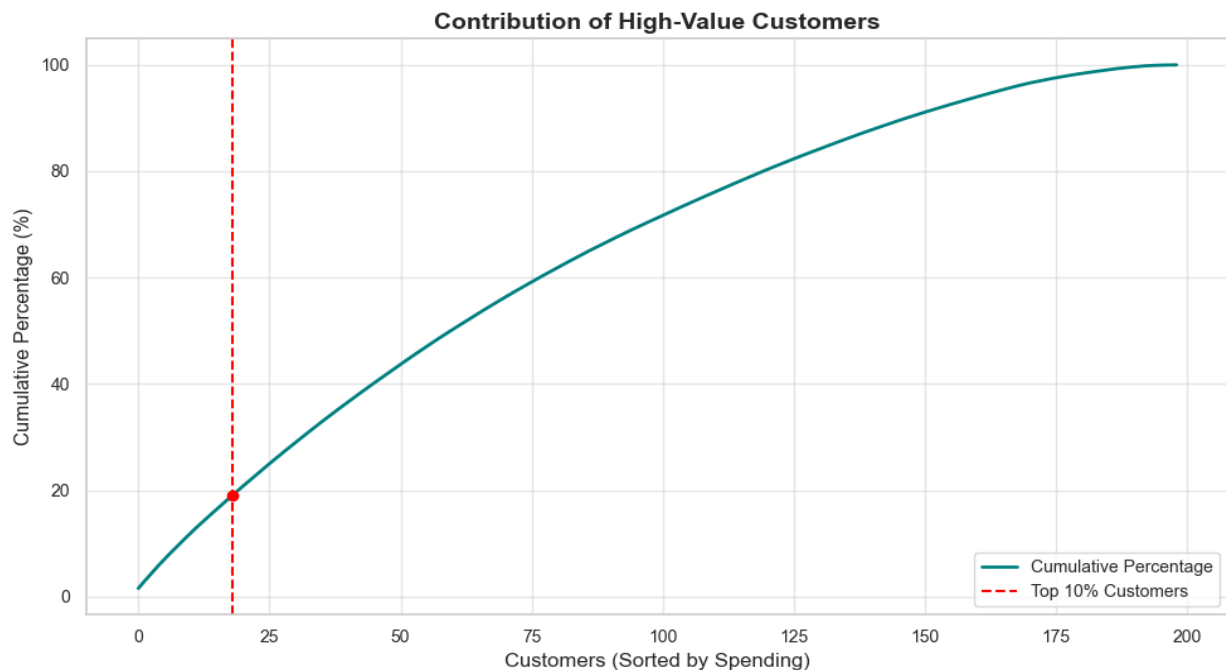
- Transactions peak during Q3 and dip in Q4 (holiday season).
- **Action:** Launch targeted promotions and discounts during Q4 to drive sales.

### Insight 3: Popular Product Categories



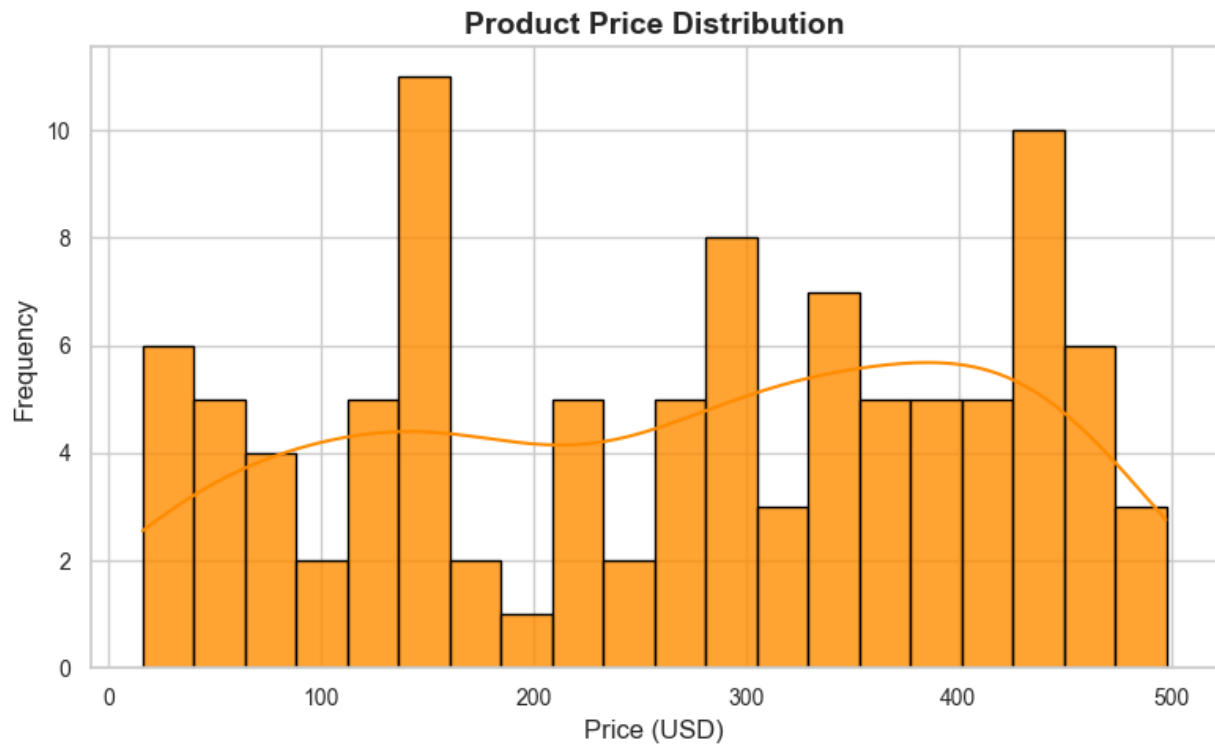
- Electronics and Books are the top-selling categories.
- **Action:** Increase inventory and marketing efforts for these categories.

### Insight 4: High-Value Customers



- Top 10% of customers contribute to 19.11% of total sales.
- **Action:** Implement loyalty programs and personalized offers to retain high-value customers.

### Insight 5: Pricing Strategy



- Products priced between 320–460 have the highest sales volume.
- **Action:** Introduce more products in this price range and bundle the less frequently sold items.