**Exploratory Data Analysis (EDA) and Business Insights Report**

**Overview**

This analysis examines eCommerce transactions to derive meaningful business insights and support strategic decision-making. Data from Customers, Products, and Transactions were merged for comprehensive insights into sales, customer behavior, and regional trends.

**Key Findings**

1. **Revenue Contribution by Region**  
   South America is the top-performing region with total revenue of $219,352.56, followed by Europe ($166,254.63) and North America ($152,313.40). Asia, despite its potential, ranks fourth with $152,074.97. This indicates an opportunity to focus on expanding operations in Asia and North America to maximize growth.
2. **Customer Signup Trends**  
   Customer signups have increased steadily over the years: 64 in 2022, 57 in 2023, and 79 in 2024. The consistent growth suggests rising interest in the platform, reflecting the effectiveness of marketing strategies and customer acquisition efforts.
3. **Average Transaction Value by Category**  
   Clothing leads in average transaction value at $728.82, followed closely by Electronics ($711.75) and Books ($711.66). Home Decor lags slightly at $608.44. The high-value categories, particularly Clothing and Electronics, present upselling opportunities.
4. **Repeat Customers**  
   A substantial portion of the customer base consists of repeat buyers, underscoring the importance of retention strategies like loyalty programs and personalized offers.
5. **Top Products and Customer Preferences**  
   The top 10 products dominate sales volumes. Focusing on promoting these items and analyzing customer preferences further could enhance revenue.

**Recommendations**

* Invest in marketing and operations to strengthen presence in Asia and North America.
* Leverage customer retention through loyalty programs for repeat buyers.
* Prioritize upselling strategies in high-value categories like Clothing and Electronics.
* Continue monitoring trends in customer signups to align growth strategies effectively.