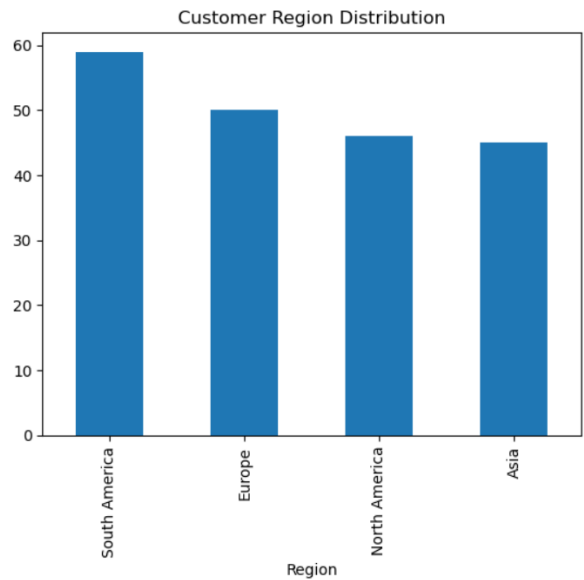


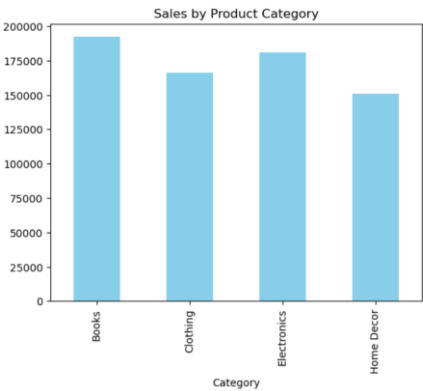
eCommerce Transactions Dataset Business Insights

1. No of Customers Per Region



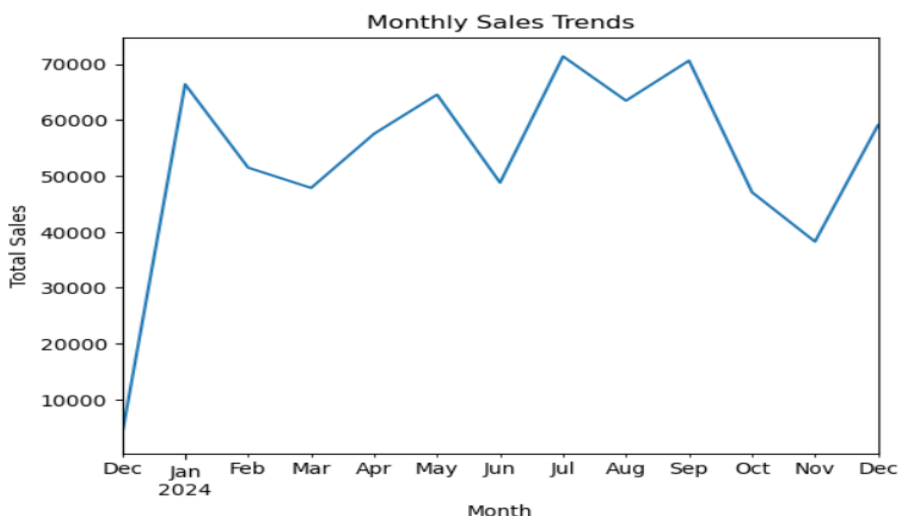
The majority of customers are concentrated in certain regions, with **South America** Region showing the highest customer count, indicating a potentially strong market presence or preference in that area.

2.Sales per Product Category



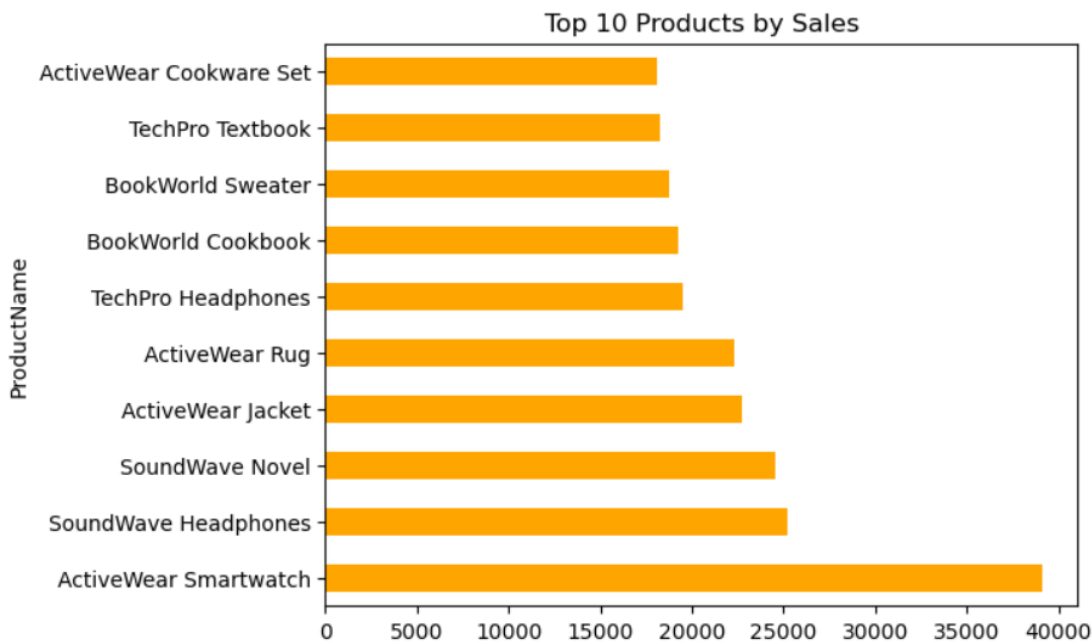
Product category **Books** and **Electronics** dominates in total sales, contributing significantly to overall revenue. This category could be a key driver for business growth.

3.Monthly Sales Trend



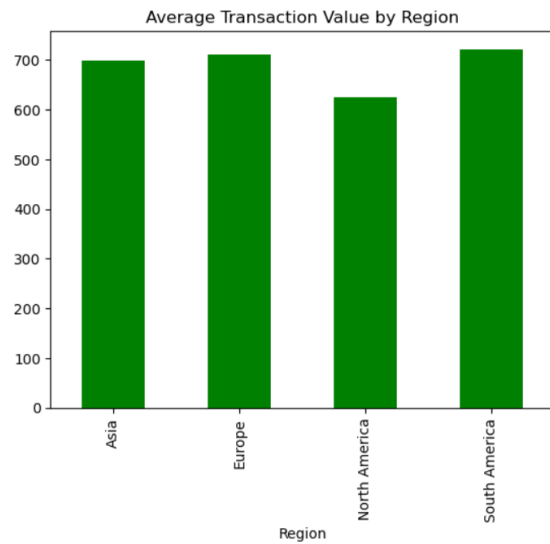
Sales exhibit seasonality, with spikes in months Feb,July,Sep. July and Sep Month shows high sales.

4.Top 10 Products by Sales



Product **ActiveWear Smartwatch** is the top seller, followed by Products **SoundWave Headphones** and **SoundWave Novel**, collectively generating substantial revenue. This suggests focusing marketing on these products.

5. Average Transaction Value by Region



Region **South America** leads with the highest average transaction value, indicating a higher spending capacity of customers in this region compared to others.

6. Total Profit by Product Category



Similar to sales, **Books** is highest profit giving category. (profit margin=0.3)