EDA Report - eCommerce Transactions

This report contains an exploratory data analysis of eCommerce transaction data, providing insights into customer behavior, product performance, and sales trends.

Key Insights:

1. Customer Distribution by Region: The 'South America' region has the highest number of customers (59), while the 'Asia' region has the lowest (45).

2. Signup Trends: The peak signup month was 2024-09, with 11 customers signing up.

3. Top Product Category: The 'Books' category generated the highest revenue ($192,147.47).

4. Most Popular Product: 'ActiveWear Smartwatch' was the most purchased product, with 100 units sold.

5. Monthly Transactions: The highest transaction volume occurred in 2024-01.

Visualizations:

Customer Distribution by Region

Customer Signup Trends Over Time

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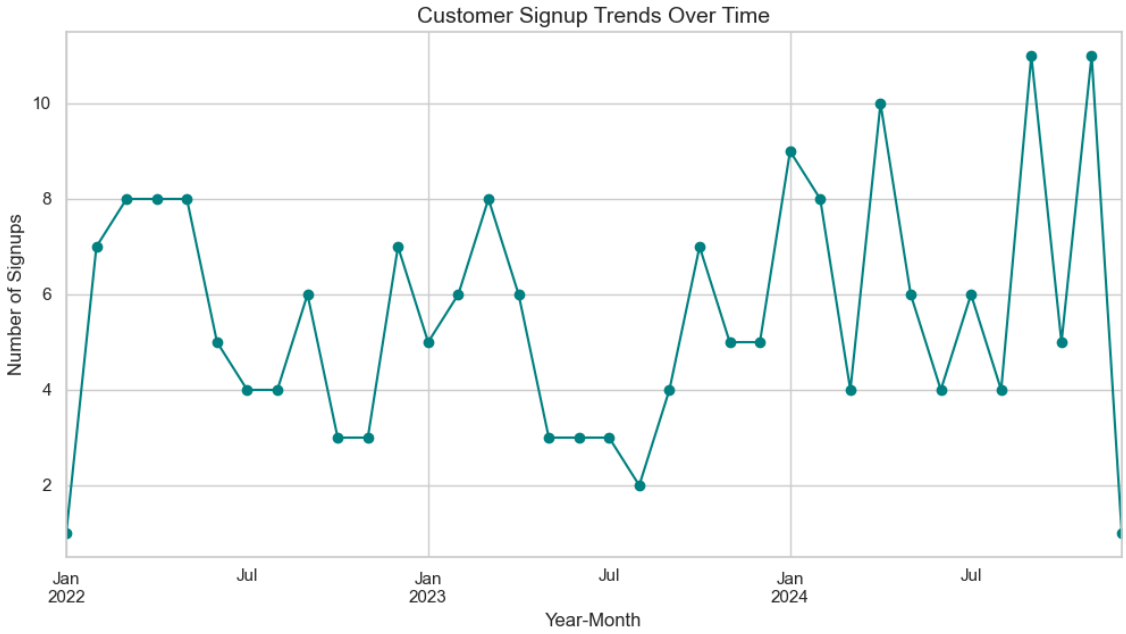
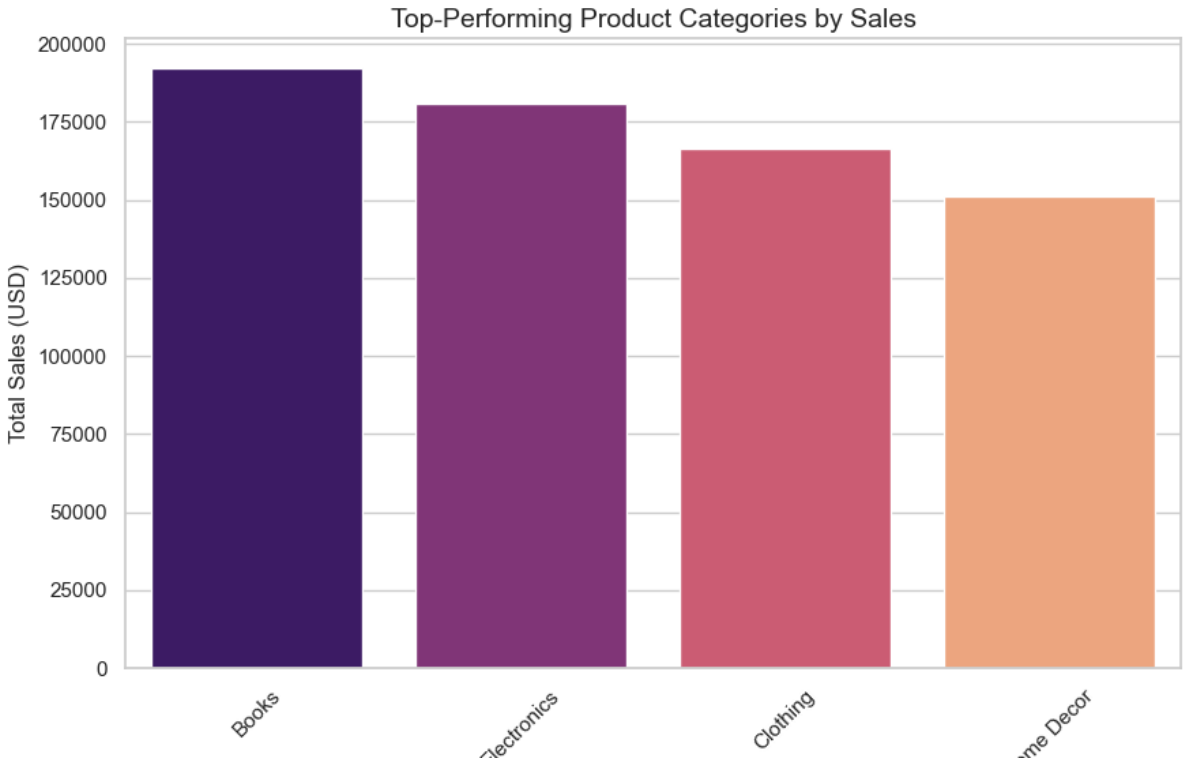


Top-Performing Product Categories by Sales



Top 10 Most Purchased Products

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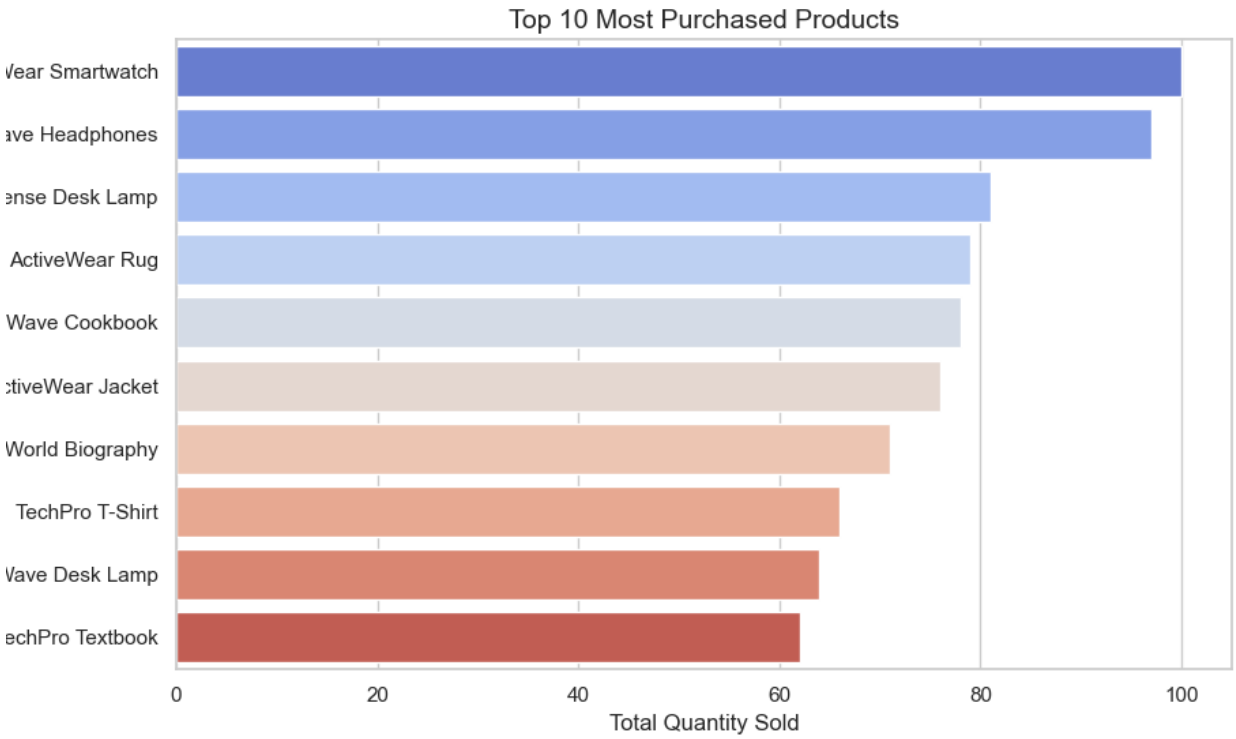
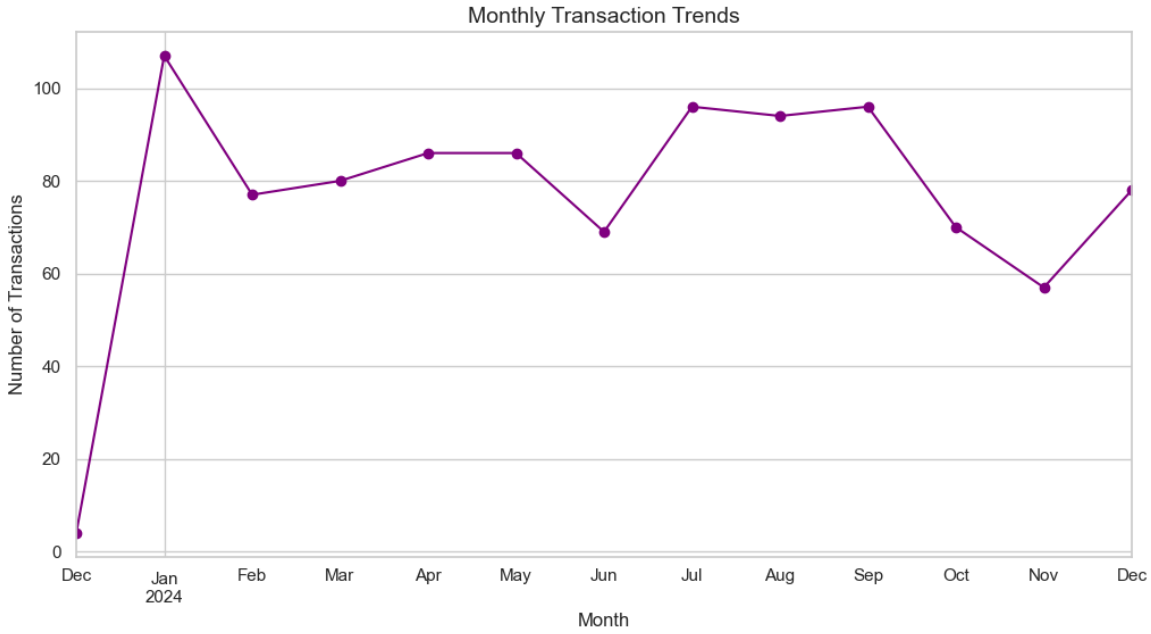
Monthly Transaction Trends