



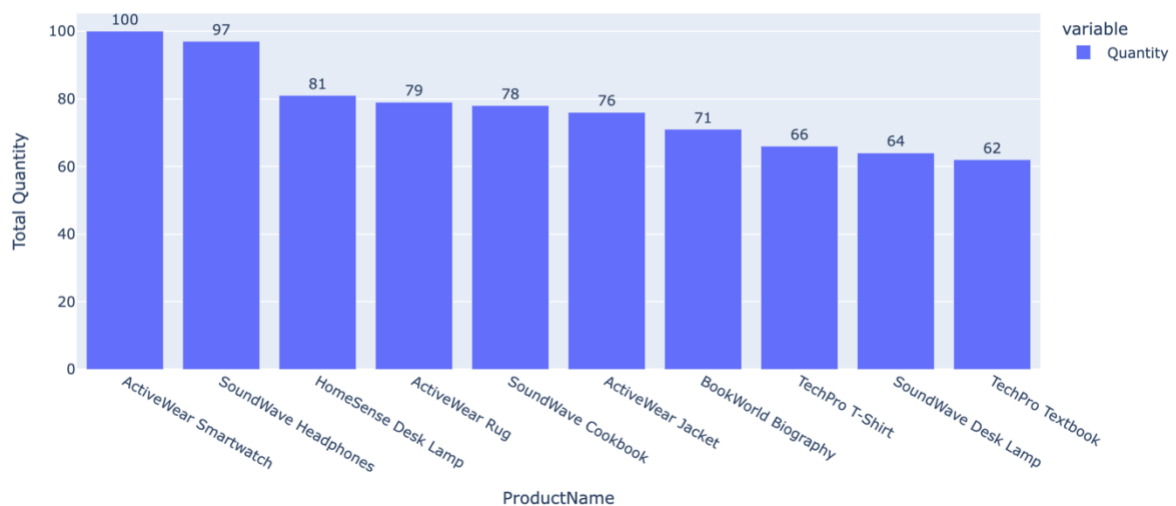
Business Insights Report: eCommerce Transactions Dataset

1. Top 10 Products by Quantity Sold

The analysis of product sales reveals the top 10 products by quantity sold. These products contribute significantly to the overall sales performance and can be crucial for inventory planning.

Use: By tracking these high-demand products, the business can ensure availability and reduce the risk of stockouts

Top 10 Products by Quantity Sold



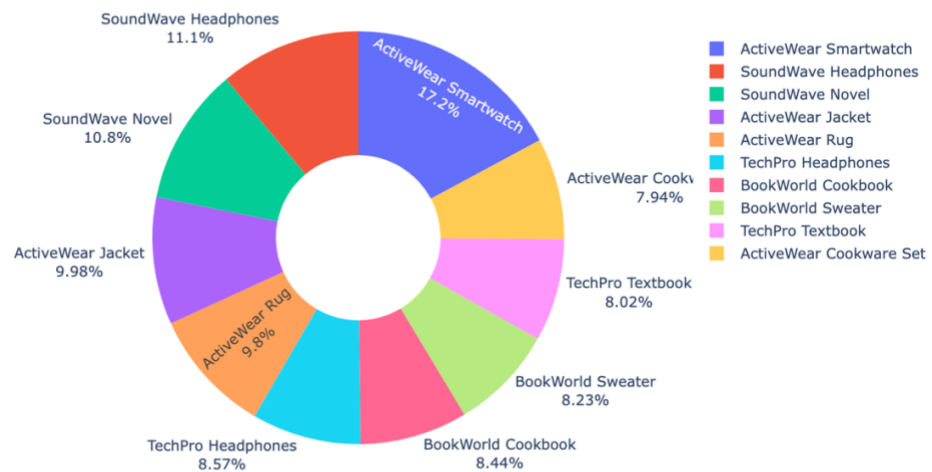
2. Revenue Distribution Among Top 10 Products

Revenue distribution shows how much each of the top 10 products contributes to the total sales. The top products are responsible for a significant portion of the revenue. It also highlights the importance of cross-selling or bundling complementary products to boost overall revenue.

Use: Understanding this breakdown helps the company identify high-revenue products and prioritize them for promotions, discounts, or stock replenishment.



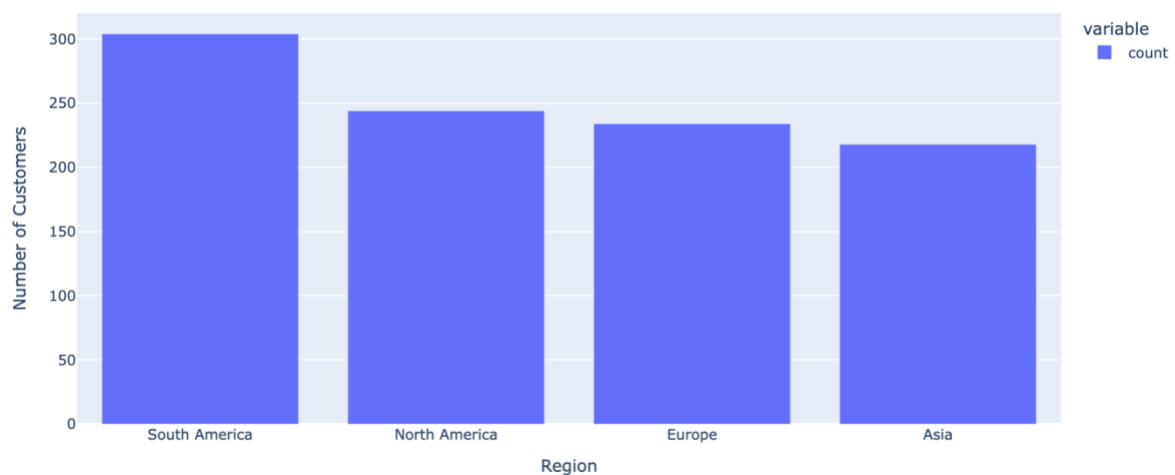
Revenue Distribution Among Top 10 Products



3. Analyzing Customer Behaviour

- **Customers by Region:** Regional segmentation reveals where the majority of the customers are located, allowing the company to tailor marketing and sales strategies based on geographic trends.

Customers by Region



- **Monthly New Signups:** Tracking **new customer signups** monthly provides insight into the growth of the customer base. By analyzing trends in signups, the company can gauge the effectiveness of marketing campaigns or seasonal sales events in attracting new customers.

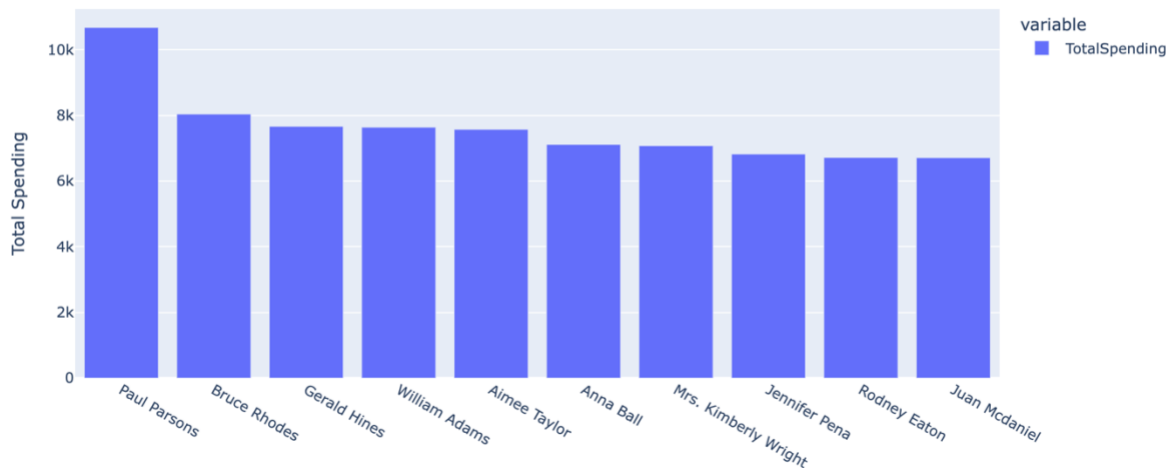


Monthly New Signups



- **Top 10 Spending Customers:** Identifying the **top spending customers** enables the company to implement loyalty programs or personalized offers. These customers are crucial for long-term revenue growth, and businesses can develop strategies to retain them through targeted communication, discounts, and VIP offers.

Top 10 High-Spending Customers

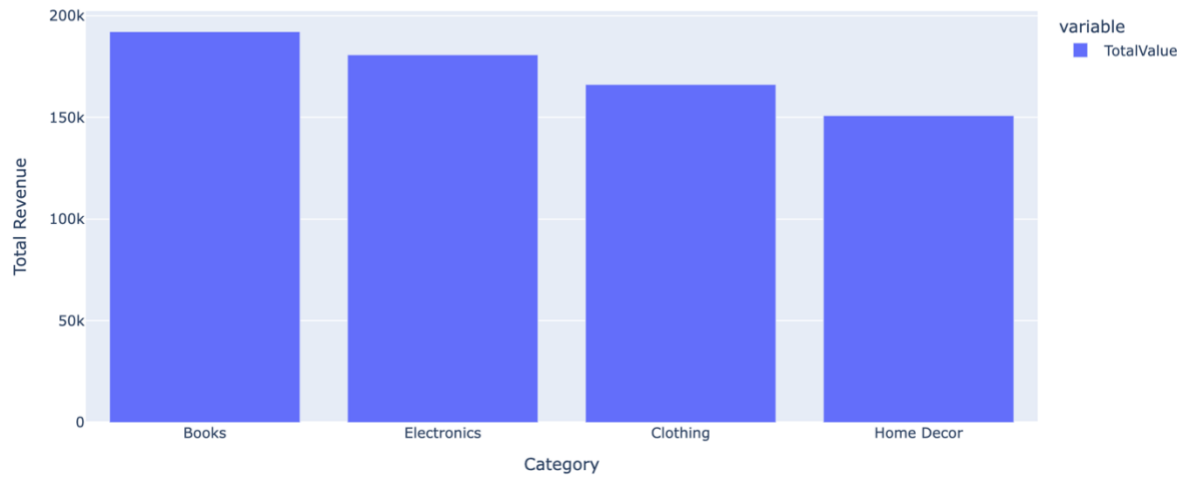


4. Revenue by Product Category

Analyzing **revenue by product category** provides insight into which categories drive the most revenue. By categorizing products into different groups (e.g., electronics, clothing, home goods), businesses can identify which segments are performing well and which might require promotional efforts to boost sales.



Revenue by Category



5. Daily Revenue Trends

Tracking **daily revenue trends** enables the business to understand seasonal fluctuations and peak sales periods. Identifying high-revenue days can help optimize staffing, inventory, and marketing efforts. This data allows businesses to plan for high-demand days, such as holidays, weekends, or special sales events, to maximize revenue potential.

Daily Revenue Trends

