Business Insights
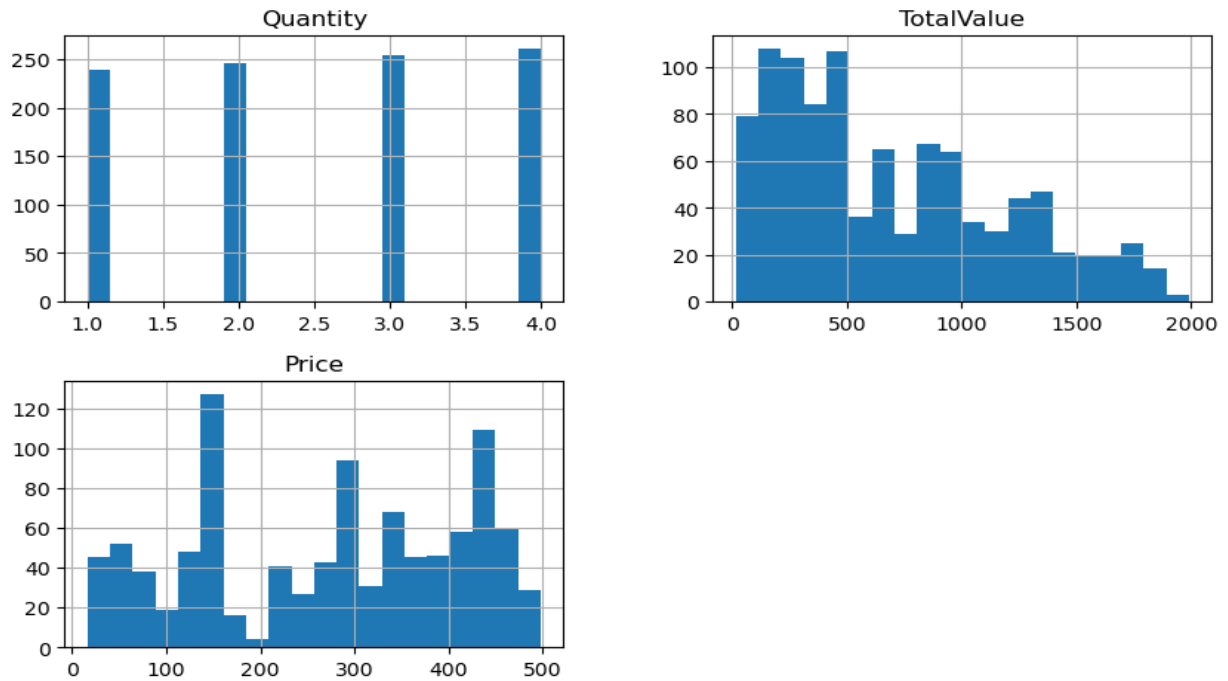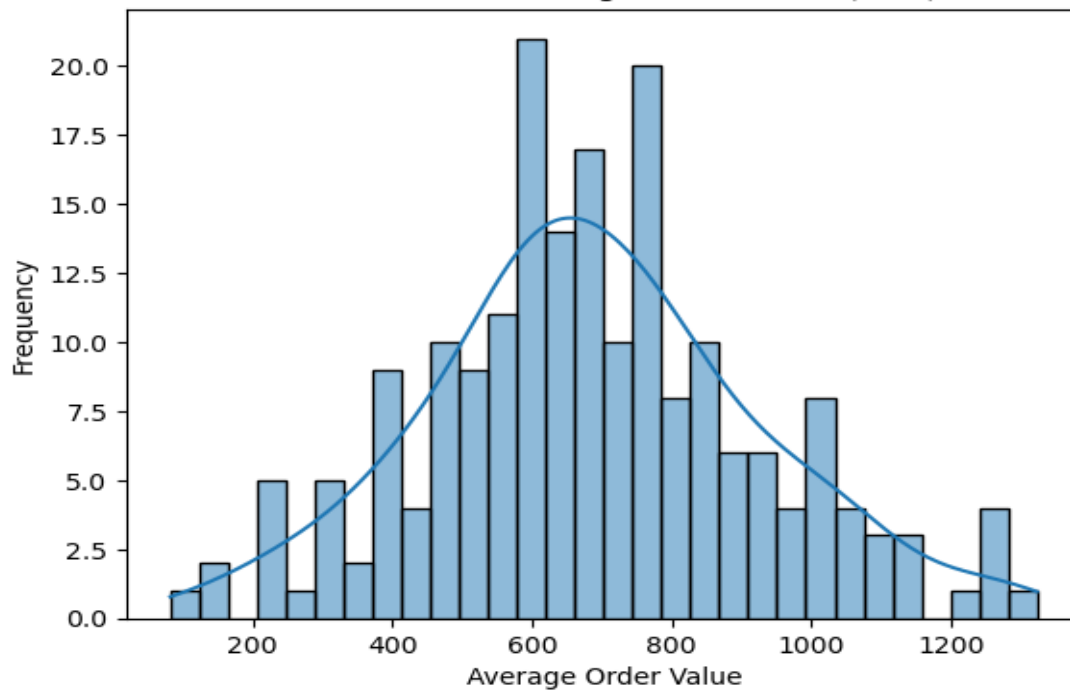
## Transaction Dataset Analysis

Histograms for Transactions Dataset


Distribution of Average Order Value (AOV)

1. As seen in the graphs, the majority of products purchased by customers belonged to the price range of $400-$500.
2. Customers preferred to keep the total value of the products purchased under $1000.
3. The Average order value was approximately around $640-$760.
4. Products in the cheaper segment were less preferred by customers.
5. The company could try to improve the quality of products in the cheaper segment to attract more customers.
6. The company could also offer more discounts on expensive products to increase the number of sales.

Top 10 Customers by Average Order Value

# Categorical Analysis

Distribution of Customers by Region
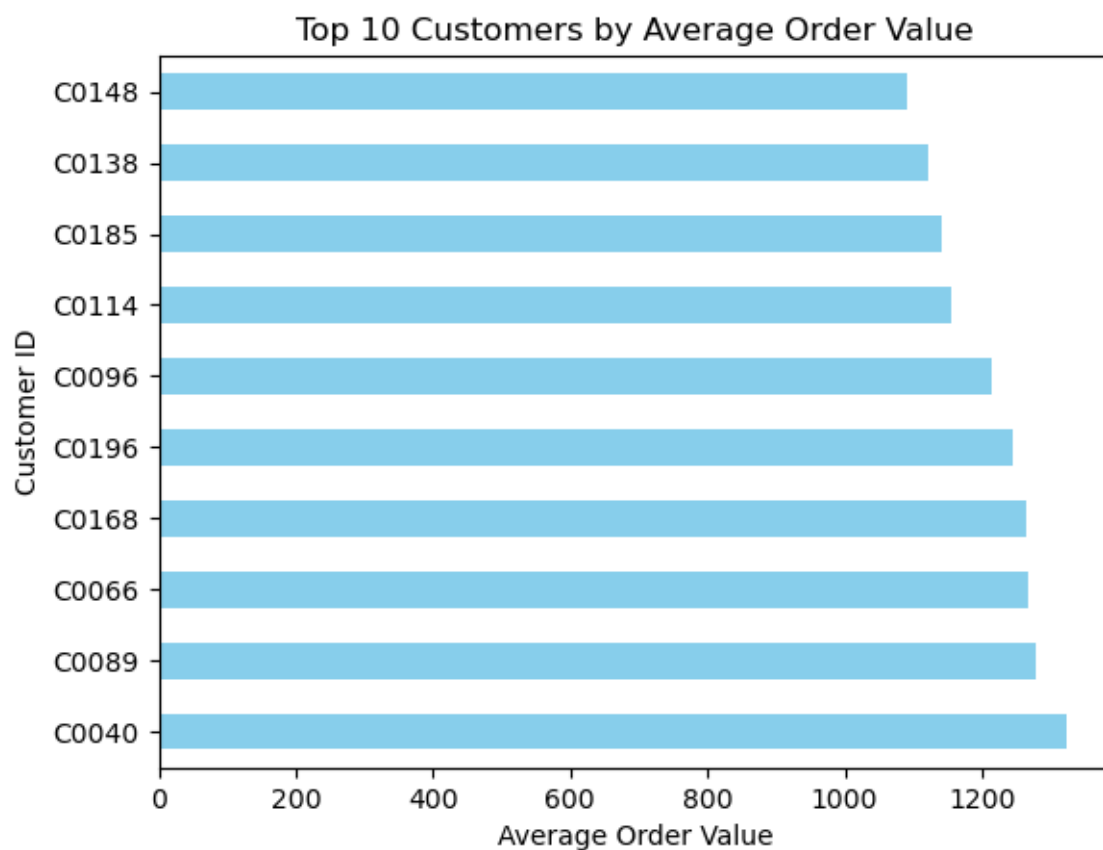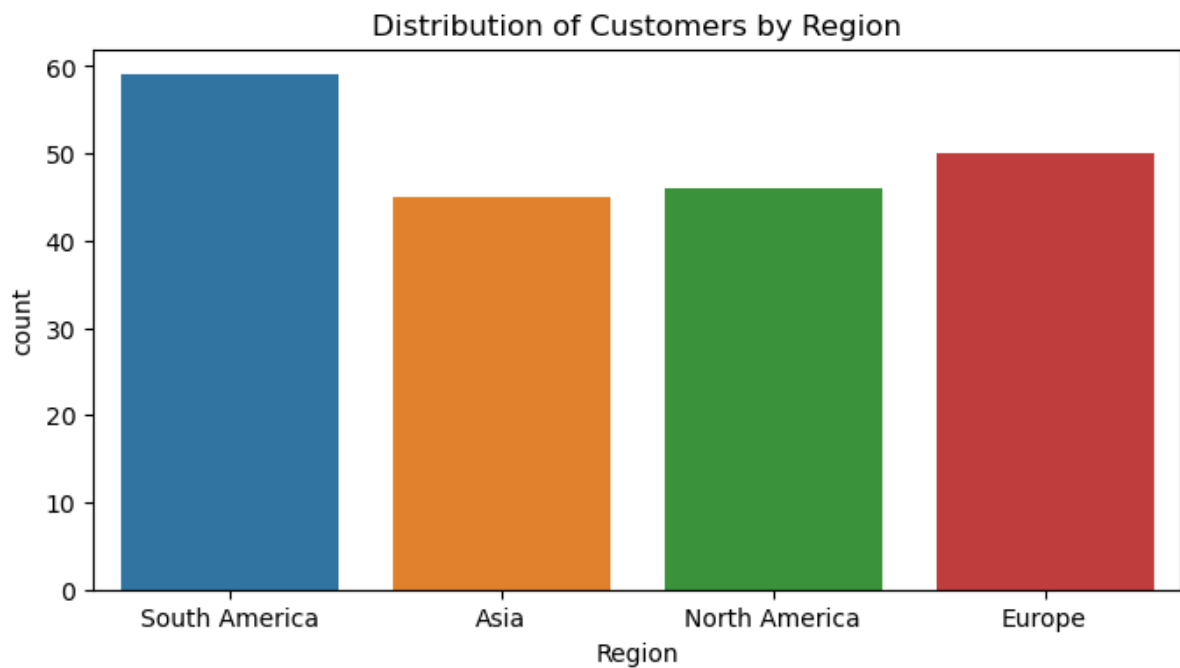
1. As Observed the number of customers are most from the south African continent and the least from Asian region.

## Distribution of Products by Category
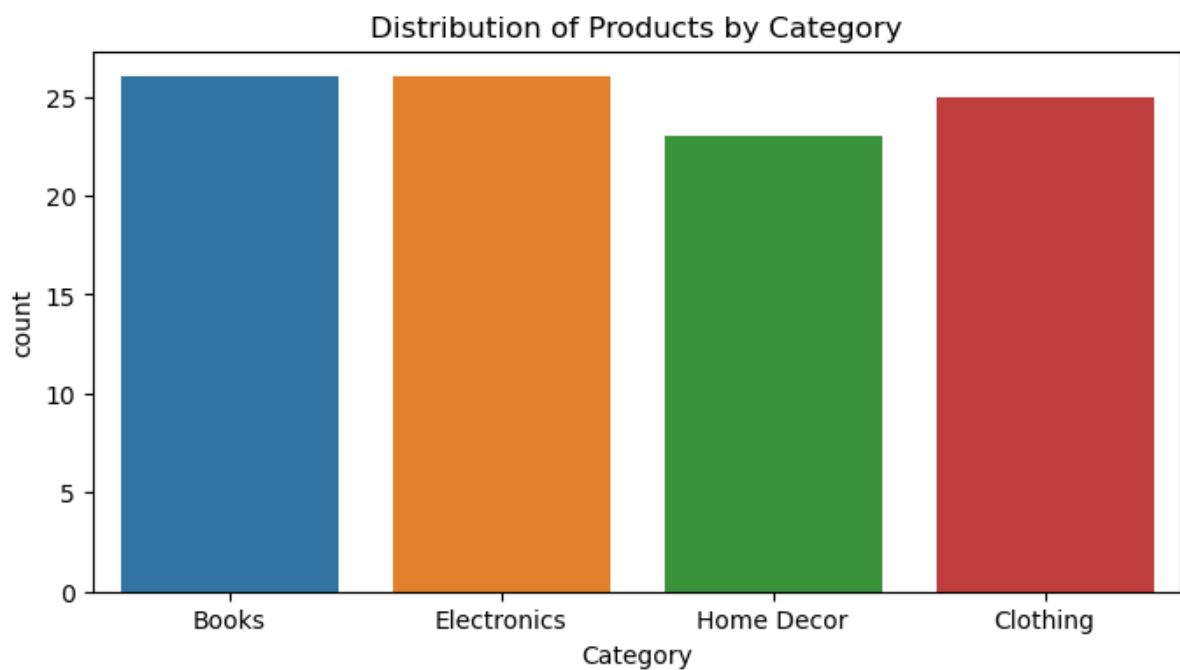
2. The number of products sold from each category is almost equal.

Number of Transactions Over Time
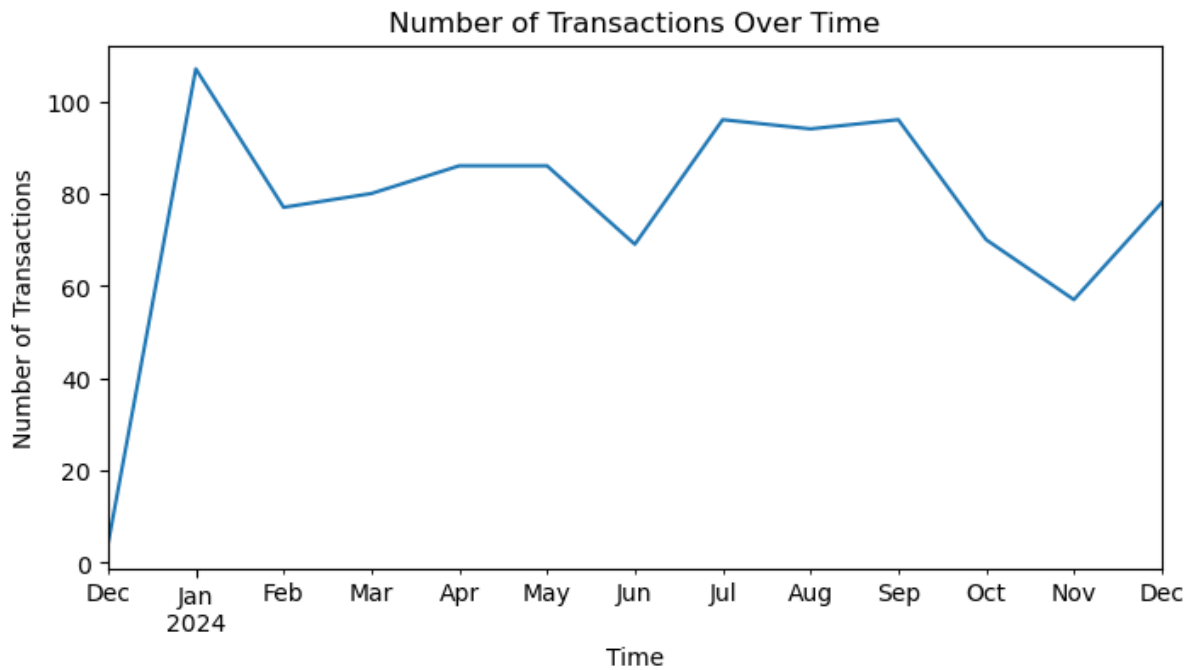
3. The number of transaction being made/products being sold throughout the year is almost the same.
4. A slight dip in sales was observed in October and November, whereas sales increased in December and January due to New Year's Eve.
5. The company can focus more on increasing its sales in November.

Total Revenue by Product Category

Total Quantity Purchased by Product Category
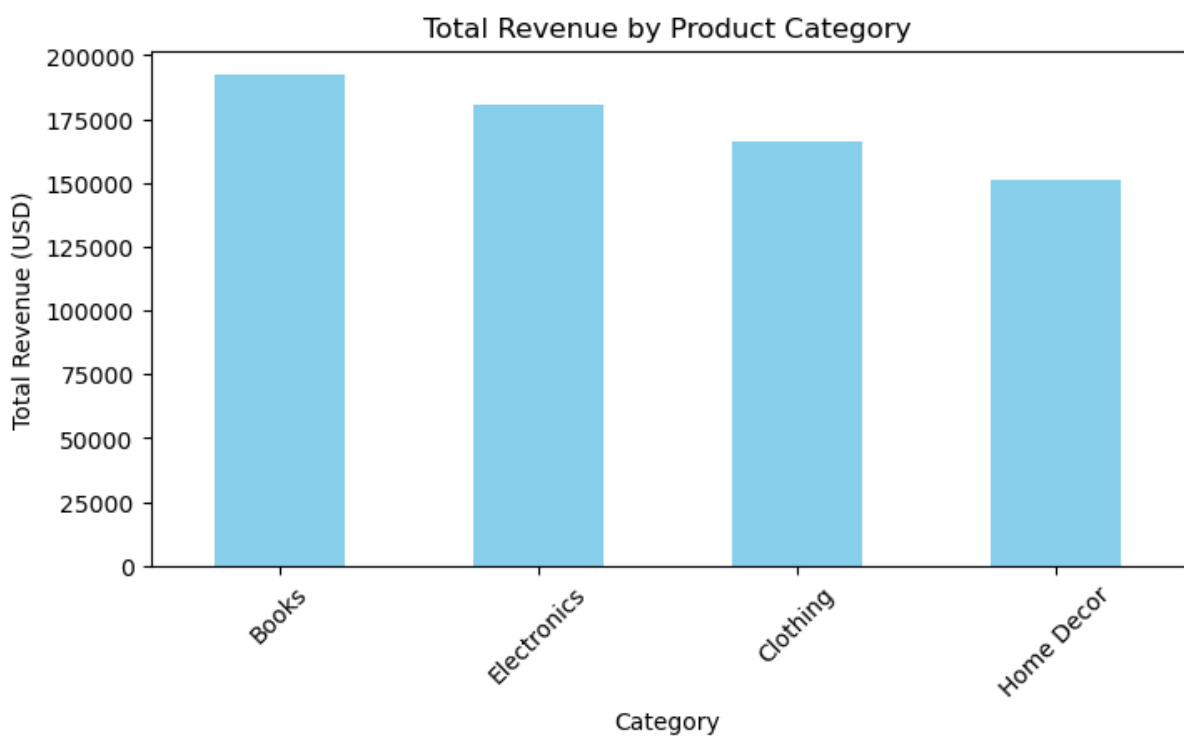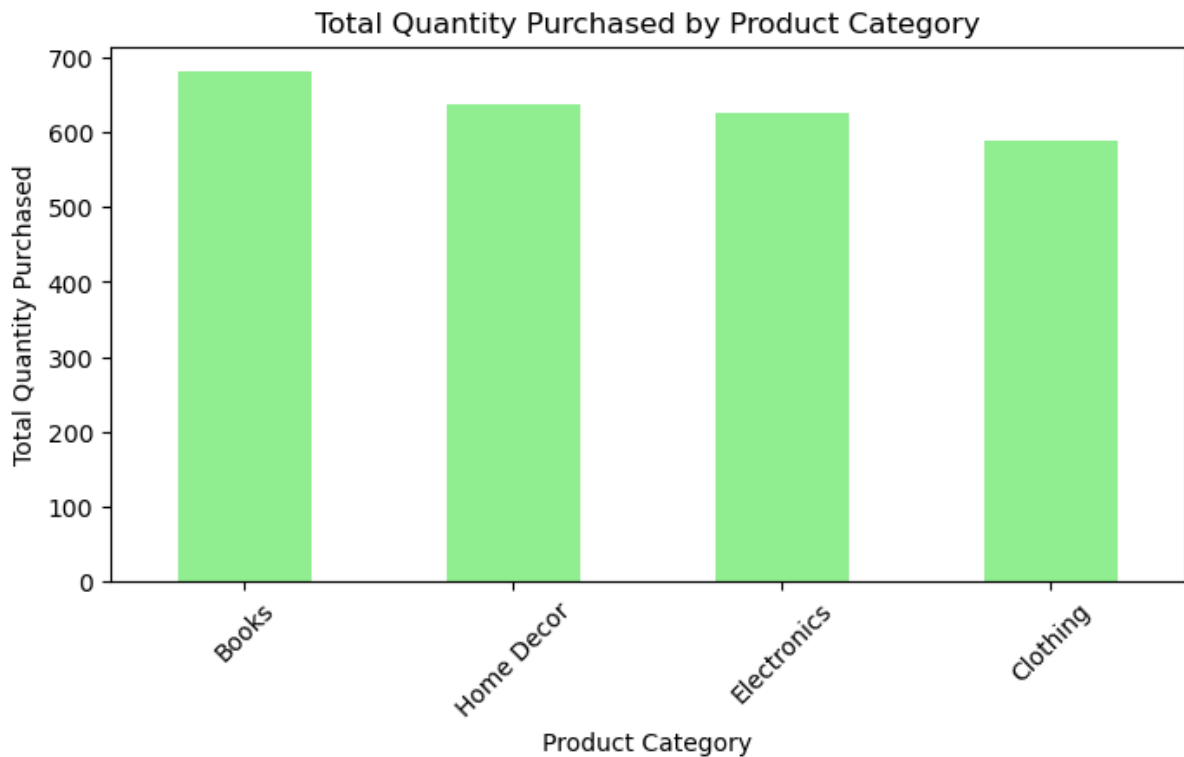
1. The revenue generated from books is the highest, whereas revenue from home décor items is the lowest, even though the number of products for sale in each category was almost the same.
2. Home Décor items are the second most in demand products yet they generate the lowest revenue.
3. The average price per product in the Home Décor category is the least.

Top 10 Products by Total Sales Value
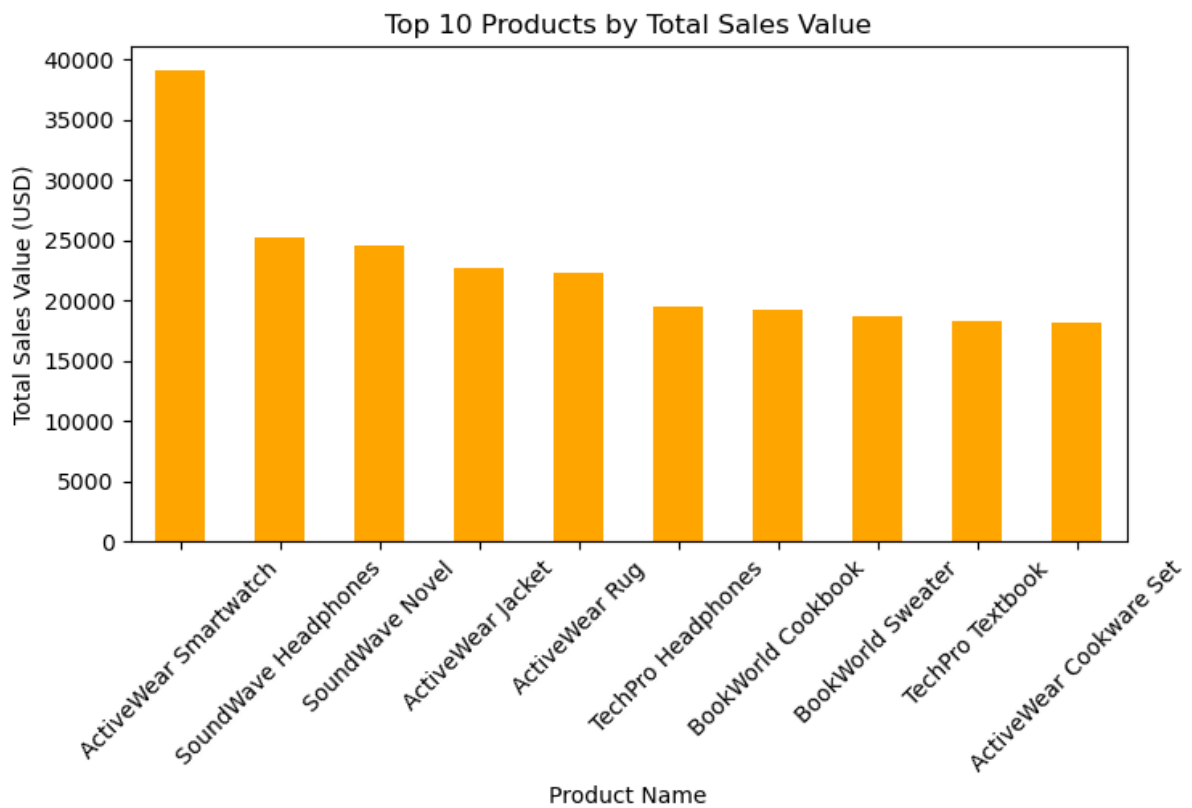
1. Activewear smartwatches are the most sold items, with almost double the number of items sold compared to the second most in-demand item.