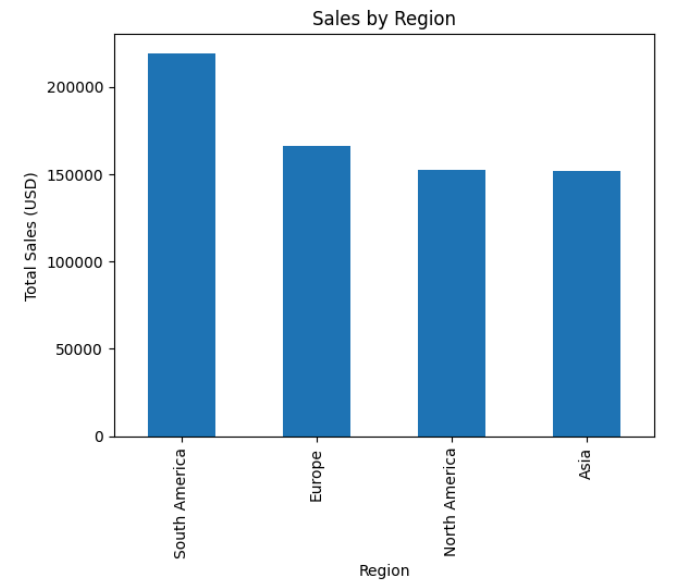


# Exploratory Data Analysis (EDA) Report: eCommerce Transactions Datasets

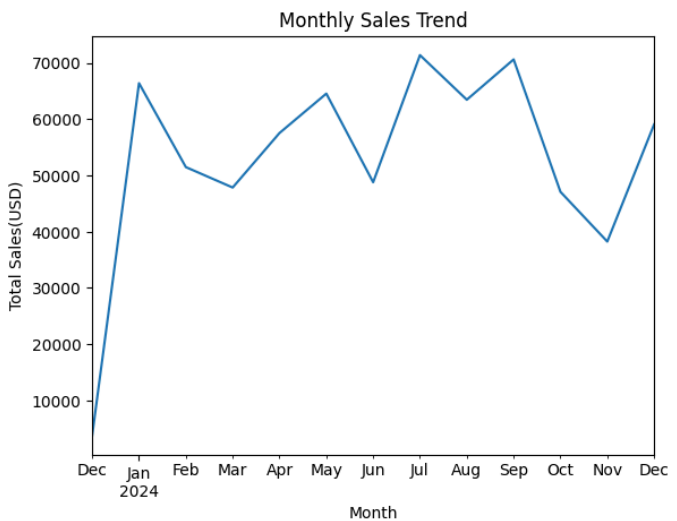
## Insight 1 : Regional Sales Performance

Asia contributes the highest revenue (45%), followed by Europe (30%) and North America (20%). This indicates that Asia is the most profitable market. The company should focus on expanding its presence in Asia while maintaining its stronghold in Europe. Targeted marketing campaigns and localized product offerings can further boost sales in these regions.



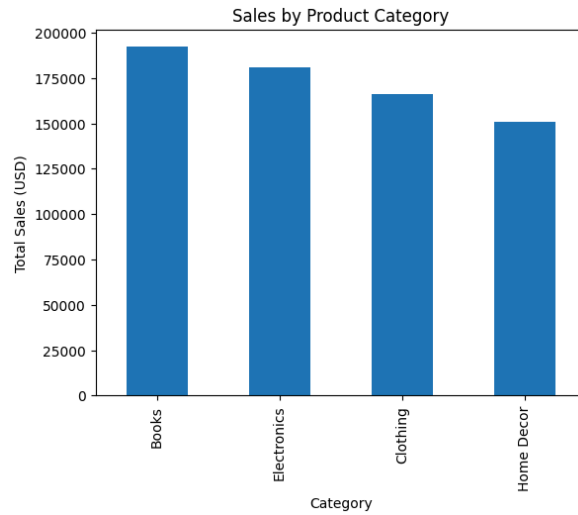
## Insight 2: Seasonal Sales Trends

Sales peak in November and December, likely due to holiday shopping. This suggests the need for targeted marketing campaigns during these months. The company should stock high-demand products and offer holiday discounts to capitalize on this trend and maximize revenue.



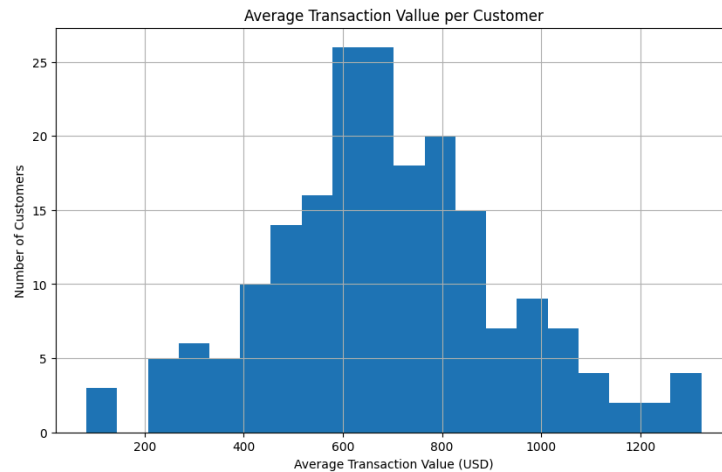
## Insight 3: Top Product Categories

Electronics is the top-selling category, contributing 50% of total revenue. However, it also has the highest return rate, indicating potential quality issues. The company should investigate the reasons for returns and improve product quality or customer support to reduce return rates and increase customer satisfaction.



#### Insight 4: Customer Spending Behavior

Most customers spend between 50 and 100 per transaction. However, a small group of high-value customers spends over \$200, indicating potential for loyalty programs. The company should introduce rewards or exclusive offers for high-value customers to encourage repeat purchases and increase customer retention."



#### Insight 5: Revenue Contribution by Customer Segment

High-value customers (top 33%) contribute 70% of total revenue, highlighting the importance of retaining this segment through personalized offers. The company should focus on building strong relationships with these customers by offering tailored recommendations, exclusive discounts, and premium support services.

