

ECommerce Transactions Business Insights Report

1. Data Overview

The dataset is clean and reliable, and it is free of skewness and missing values. This would result in a more accurate analysis of the data with regard to the customer's behavior and the transaction trend.

2. Main Findings

2.1 Distribution of Customers by Region

South America: 68% of the total customers.

Europe: 51% of the total customers.

North America: 46% of the total customers.

Asia: 44% of total customers.

Observation: South America is the dominant market, followed by Europe.

2.2 Product Pricing and Transactions

Products priced in the range of \$50-\$250 and \$450-\$500 consistently achieve over 100 transactions.

The highest number of transactions occur for products priced around \$199.

Observation: Midrange and high-end product categories are most appealing to customers, with a sweet spot at \$199.

2.3 Product Category Performance

Books: 270 transactions (max).

Electronics: 250 transactions.

Home Decor: 240 transactions.

Clothing: 230 transactions.

Conclusion: Books are the biggest sales contributors, followed by Electronics, Home Decor, and Clothing. These are the major revenue generators.

3. Recommendations

1. South America Expansion:

South America has the greatest potential for growth as 68% of customers come from this region. Invest in region specific marketing and logistics to strengthen this market.

2. Pricing Strategy Optimization: Focus on midrange pricing at \$50-\$250 and place high end products at \$450-\$500 for higher transactions.

Emphasize in the marketing of items at around \$199 for better attraction.

3. Expand Product Line

Tap into the success of Books by adding complementary product lines such as school materials or ebooks.

Encourage Electronics and Home Decor through sponsored ads, since these two categories are very close competitors in terms of sale volume.

4. Region Centric Campaigns:

For Europe and North America, focus on categories like Electronics and Home Decor, since the regional preference would demand those categories.

For Asia, research new trends and make the offerings available based on cultural and economic demands.

4. Conclusion

The study shows that South America is the strongest market, and Books are the lead category performer. Such insights can help the business tailor pricing strategies, diversify product offerings, and put emphasis on region specific campaigns to further growing and expanding profitability.