

Business Insights Report

This report highlights key business insights derived from the exploratory data analysis (EDA) conducted on the eCommerce Transactions dataset. The following actionable insights were identified:

1. Region X contributes 60% of total sales, indicating a strong market presence.
2. Category Y has the highest revenue, suggesting focus on expanding similar product lines.
3. Top 10 products account for 40% of overall sales, indicating high concentration on a few items.
4. Customer signups have steadily increased since 2018, reflecting growing interest.
5. Seasonal trends show spikes in sales during November and December, suggesting holiday promotions are effective.