Introduction

The eCommerce Transactions Dataset contains 3 tables naming Customers, Products and Transactions. The Transactions table consists of 1000 entries, while the Customers table consists of 200 entries and Products table consists of 100 entries.

Business Insights

1. **Customer distribution by region.**
   We got to know that we have most of the customers from South America and the count is just below 60 which comes to 29% of overall customers. While 2nd comes Europe with 50 customers and after that comes North America and last is Asia both around 45 customers each.

2. **Total Sales by product category**
   While all 4 categories fall between 150000-200000, the highest sales generated among 4 categories is Books which is just below 200000 mark followed by Electronics, Clothing and Home Decor.

3. **Regional Spending patterns**
   Customers from South America spends the most which is over 200000$, 2nd comes Europe with around 160000$ and North America and Asia being 3rd and 4th with total spending of around 150000$ each. Since we have most customers from South America and they spend the most too, we should make more strategies and improve business where people belong to South America.

4. **Price sensitivity**
   We can see that around 650 items are getting sold of 200+ price range which means that people are ready to pay for higher priced products. Moreover, people are not also very price sensitive as they are spending on all amount of products.

5. **High Value customers.**
   The top 10% of customers contribute to 20% of the total revenue. We should focus on retaining these customers through personalized engagement as they are critical to the business's financial health