

E-Commerce Data Analysis Report

Date: January 27, 2025

Executive Summary

Analysis of our e-commerce platform's data reveals significant insights across customer behavior, product performance, and regional patterns, providing actionable opportunities for business growth and optimization.

Key Business Insights

1. Regional Market Dominance

- South America leads with 29.5% of customer base (59 customers), followed by Europe (25%), North America (23%), and Asia (22.5%).
- South America shows highest average transaction value (\$721.55), suggesting strong purchasing power.
- Despite smaller customer base, Asia maintains competitive average transaction value (\$697.59)



2. Customer Acquisition Patterns

- Peak signup month is April (24 signups), followed by February (21) and September (21).

- Significant drop in signups during summer months (June-August).
- Year-end shows moderate signup activity

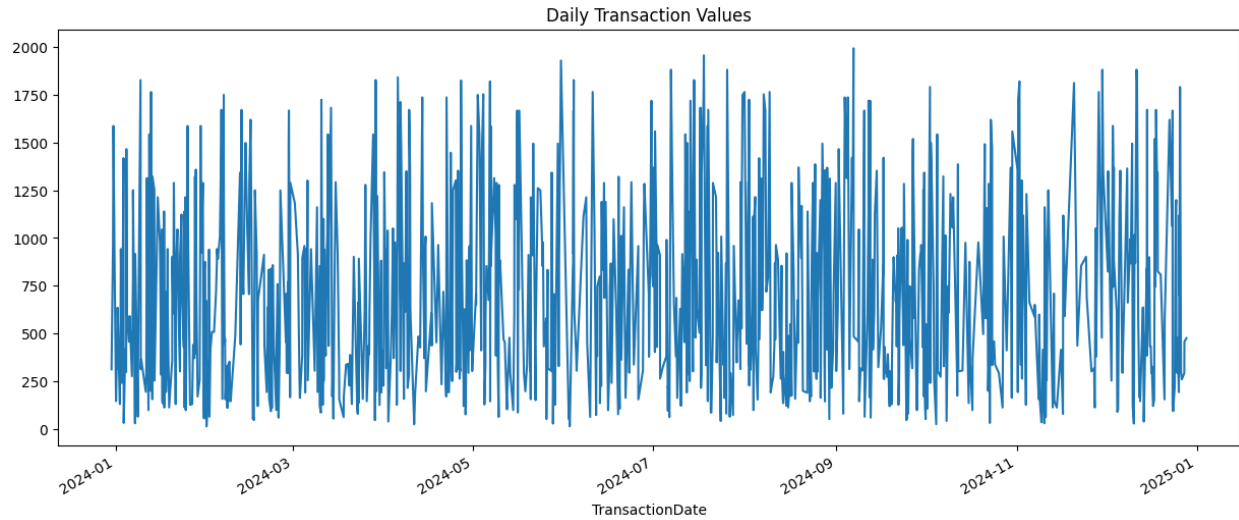
3. Product Category Distribution

- Books and Electronics: 26 products each
- Clothing: 25 products
- Home Decor: 23 products
- Price distribution shows clustering around \$100, \$200, \$300, and \$400 price points



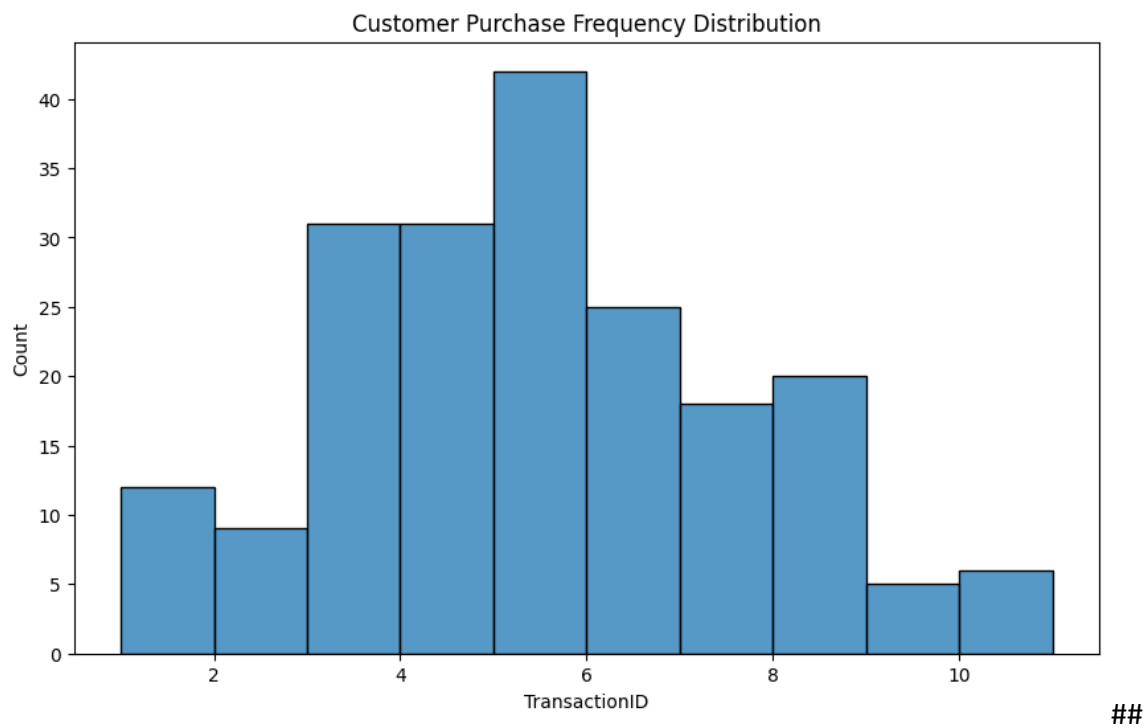
4. Transaction Behavior

- Daily transaction values show consistent activity with peaks around \$2,000
- Most customers (42 out of 200) make 6 transactions
- Significant number of customers (31) make 4 transactions



5. Purchase Frequency Analysis

- Core customer group makes 4-6 transactions
- Small but valuable segment (approximately 30 customers) shows high engagement with 8-10 transactions.
- Low frequency customers (1-2 transactions) represent potential for engagement



Recommendations

1. Regional Strategy:

- Develop targeted expansion plan for Asian market while maintaining strong South American presence
- Implement region-specific pricing strategies based on transaction value patterns

2. Marketing Optimization:

- Focus customer acquisition campaigns in Q1 and Q3
- Develop special programs to boost summer month engagement

3. Customer Engagement:

- Create loyalty program targeting 4-6 transaction customers to increase purchase frequency.
- Implement re-engagement campaign for low-frequency customers