

Business Insights Report

Overview- This report presents business insights derived from the exploratory data analysis (EDA) of the eCommerce Transactions dataset. The analysis covers customer distribution, revenue trends, and product performance.

Insights -

1. Regional Customer Distribution:

- a. The majority of customers are from South America, followed by Europe, North America, and Asia. This indicates a strong market presence in South America and suggests focusing marketing efforts and customer engagement strategies in regions with fewer customers to balance market coverage.

2. Revenue by Product Category:

- a. Books generate the highest revenue, followed by Electronics, Clothing, and Home Decor. This highlights that while Books are a top revenue source, Electronics also contribute significantly. Businesses should focus on promoting these categories to maintain and increase revenue.

3. Monthly Revenue Trend:

- a. Revenue shows notable peaks in January and July 2024, with significant drops in June and November 2024. These trends suggest seasonal influences on purchasing behavior. Businesses can leverage this insight to plan promotions and inventory accordingly to maximize sales during peak months.

4. Top 10 Products by Revenue:

- a. The 'ActiveWear Smartwatch' leads in revenue generation, followed by 'SoundWave Headphones' and 'PureGlo Essential Oils'. This indicates that tech gadgets and wellness products are particularly popular among customers. Marketing strategies should emphasize these high-revenue products to drive sales.

5. Customer Transaction Distribution:

- a. The most common number of transactions per customer is 5, with fewer customers making more or fewer transactions. This suggests that a majority of customers engage moderately with the eCommerce platform. Implementing loyalty programs to encourage frequent purchases could enhance customer retention and increase transaction frequency.