

Business Insight from Ecommerce Transactions

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Data Overview:

The given dataset has data of products, customer and transaction details where the data was combined from all three and EDA was applied to find the following insight from the analysis.

Business Insights:

1. From the Distribution of Expenditure Graph, most of the Customer spend in the range of 0 to \$1000 with an average spending of \$690 with a total Revenue of \$6,89,993.
2. By Monthly transactions the most transaction happened in the month of January (99), August (97), September (92) and December (91). The 3rd Quarter of the Year saw most Transaction of 277 followed by 1st QTR (265), 2nd QTR and 4th QTR (211).
3. The Distribution of Transactions by Region South America does the highest transaction of 30.4%, followed by North America (24.4%), Europe (23.4%), Asia (21.8%). By total sales revenue South America generated \$219352.56, Asia generated \$152074.97, Europe generated 166254.63, North America generated \$152313.40.
4. The Distribution of Transactions by category, Book has the highest transaction 27%, followed by Electronics (25.4%), Home Décor (24.8%), Clothing (22.8%). By total sales revenue Books generated \$192147.47, Electronics generated \$180783.50, Clothing generated \$166170.66 and Home Décor generated \$150893.93.
5. Clothing category generated the most revenue in Asia(\$49353), followed by Books in Europe(\$47464), Electronics in North America(\$44716) and Books in South America
6. The Products ActiveWear Smartwatch and SoundWave Headphone were the top 2 products sold Generating \$39097 and \$25212 respectively, both are in the category of Electronics.
7. From the transaction data a lot of customers do transaction in range of 3 to 8, with highest of 5 transactions by 42 Customers and a max of 11 transaction were done by 2 customers Abigail Jones and William Adams. From the top 10 spending the most of the valued customers are from the North and South American regions.
8. The System acquired an average of 0.1856 new signups per day and acquired an average signup of 5.5277 per month.
9. Many Customers are returning for shopping within the range of 0 to 150 days, with a median of 40 days taken by customers.