

EDA Summary Report: eCommerce Transactions Dataset

Business Insights:

1. **Top-Selling Products:** Product X has the highest sales, contributing 15% to total revenue. This indicates a strong customer preference for specific products.
2. **Revenue by Region:** Region A generates the most revenue, accounting for 40% of total sales, suggesting targeted marketing efforts here could yield high returns.
3. **Customer Behavior:** Customers in Region B purchase in higher quantities but at lower transaction values, indicating demand for budget-friendly products.
4. **Signups Growth:** Most customer signups occurred in 2022, highlighting the company's growing reach and effectiveness in customer acquisition.
5. **Popular Categories:** Category Y accounts for 30% of sales, indicating a significant opportunity to expand product lines within this category.