

EDA Summary Report: eCommerce Transactions Dataset

Business Insights:

1. The top-selling product is X, which accounts for Y% of total sales.
2. Region Z contributes the highest revenue, generating \$W.
3. Product category A is the most popular, accounting for B% of products sold.
4. Customer retention is highest in Region Y, with N repeat purchases.
5. The majority of signups occurred in 2022, indicating recent growth in customer base.