Data Science Assignment: eCommerce Transactions Dataset

A report of eCommerce Transaction data business insights

Regional Distribution of Customers:

- A significant portion of customers is concentrated in South America, followed by Asia and Europe. This regional distribution can guide targeted marketing campaigns.

Customer Signup Trends:

- Notable peaks in customer signups occur during mid-year, suggesting the impact of seasonal campaigns or trends. Leveraging this knowledge can optimize marketing budgets

Popular Product Categories:

- Electronics and Books dominate the product catalogue. Focusing on promotions for these categories could enhance sales.

Pricing Analysis:

- High variability in pricing across categories indicates opportunities to segment customers for premium and budget-focused products.

Sales Performance:

Detailed sales analysis would highlight top-performing products, regions, and customer segments.

Regional Performance:

- South America leads with the highest sales compared to other regions. This indicates a strong market presence and customer engagement in this region.

Monthly Sales Trends:

- July consistently records the highest sales. This could be due to seasonal demand, mid-year promotions, or holiday-related buying behaviours.

Product Category Insights:

- Books are the most sold items, showcasing a significant preference for this category. This highlights an opportunity to expand inventory and promotional efforts in this segment