

ECommerce Transactions Dataset Analysis

Objective

The objective of this analysis is to understand customer behavior, product performance, and revenue trends, and derive actionable insights to boost business growth.

Key Insights

1. ****Customer Distribution****: Customers from South America dominate the market with approx. 60% of the total customer base.
2. ****Revenue Contribution****: ActiveWear and SmartWatch generates more revenue, making it the top-performing products.
3. ****Seasonal Trends****: Sales peak during January, indicating the need for targeted promotions.
4. ****Product Category****: The Books and Electronics category is the top seller, contributing 60% to total sales.
5. ****Retention Opportunities****: Long-term customers contribute the most to revenue.

Recommendations

Based on the insights, the following actions are recommended:

- Focus marketing campaigns in Asia.
- Launch promotions around November.
- Expand product offerings in ComfortLiving and Laptop.
- Introduce loyalty programs for high-value, long-term customers.