

# **REPORT**

## **EDA - Business Insights**

This report summarises the findings from the EDA performed on the datasets (Customers, Products and Transactions) provided by the eCommerce Transactions Dataset. The analysis was conducted on the three datasets: Customers, Products and Transactions having the goal to highlight patterns, trends and actionable insights to support business decisions.

### **Insight 1 : South America contributes the highest revenue**

South America emerged as the top-performing region, contributing the largest share of total revenue. This indicates a strong customer base and demand within the region. Focus marketing efforts and promotions in South America to capitalize on its high revenue potential. Additionally, consider exploring factors contributing to its success and replicate strategies in underperforming regions.

### **Insight 2 : High demand for category books**

Products in Category 'Books' recorded the highest sales volume, indicating significant customer interest and demand for this category. Expand inventory and optimize supply chain management for Category 'Books' products. Develop targeted advertising campaigns to further drive sales in this category.

### **Insight 3 : Revenue Spikes During month 'July'**

Monthly revenue trends revealed a significant increase in sales during the July month, suggesting seasonal spikes in demand. Plan major promotional campaigns and inventory restocking efforts during July to maximize sales.

#### **Insight 4 : Top 10 Customers Account for remarkable Revenue**

The top 10 customers contributed a substantial portion of the total revenue, showcasing the importance of high-value customers. Implement loyalty programs, personalized discounts, or exclusive offers for these high-value customers to enhance retention and increase lifetime value.

#### **Insight 5 : Most Product are low priced**

The product price distribution showed that a significant portion of the products are low-priced, possibly catering to a price-sensitive customer base. Introduce mid-range or premium-priced product options to cater to customers with higher purchasing power. This could diversify the revenue stream and increase profitability.