# eCommerce Transactions Report

The analysis includes data from customers, products, and transactions to uncover trends, identify top-performing regions, customers, and products, and generate actionable business insights.

Business Insights

1. **Regional Sales Performance**

   o **Insight**: South America leads in total sales, contributing $219,352.56, followed by Europe with $166,254.63. This suggests prioritizing marketing campaigns in South America to maximize revenue.


Sales by Region
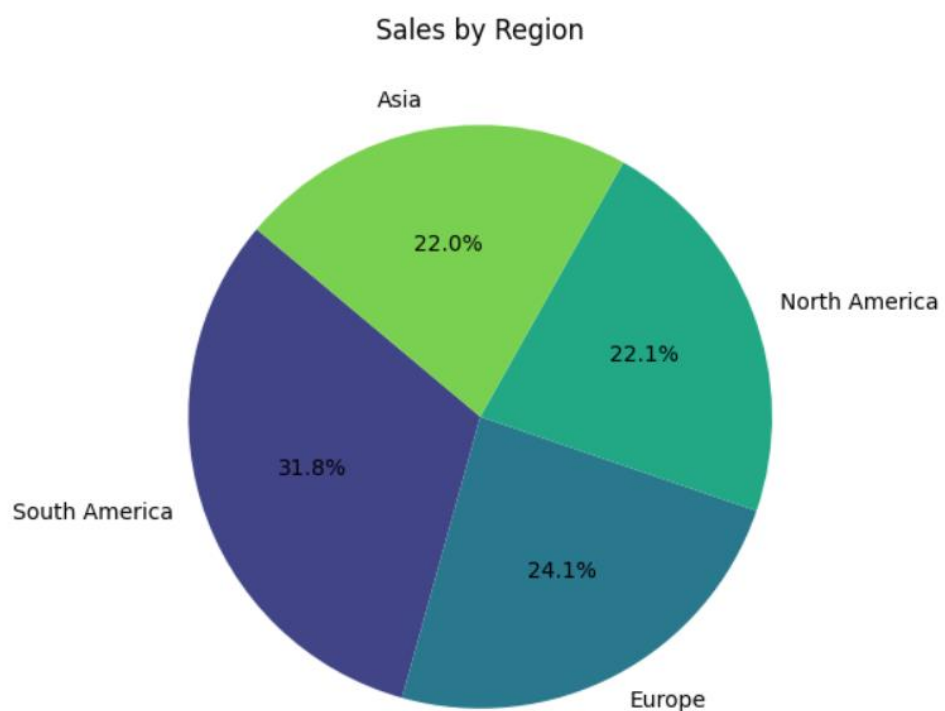
Top-Selling Product

- **Insight**: The **ActiveWear Smartwatch** is the top-selling product, generating $39,096.97 in revenue. This highlights the growing demand for wearable technology, making it a category to focus on.

Top 10 Products by Sales
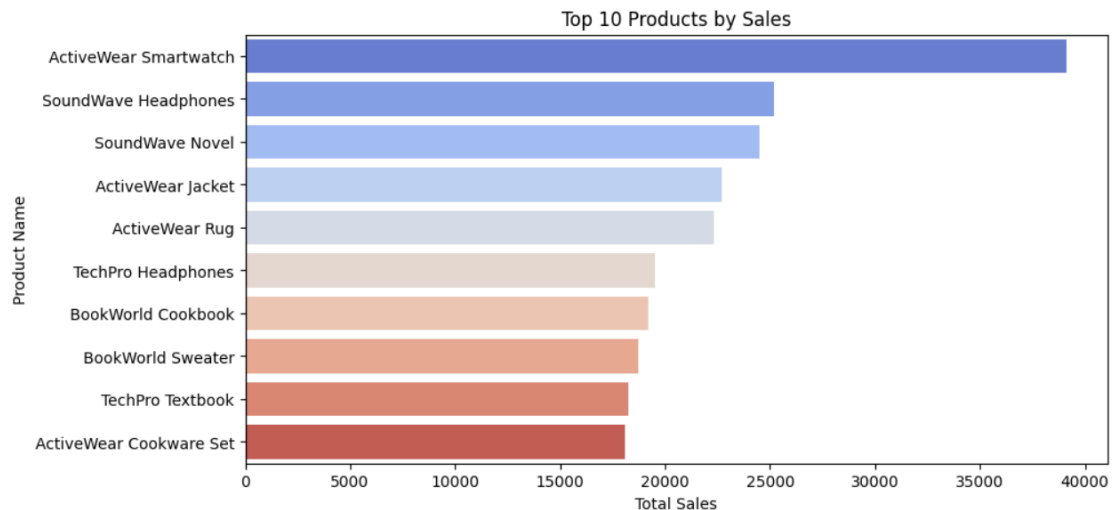
Monthly Sales Trends

- **Insight**: Sales peaked in **July 2024**, indicating possible seasonal demand. Running promotions and stock updates before this month may enhance sales.


Monthly Sales Trend
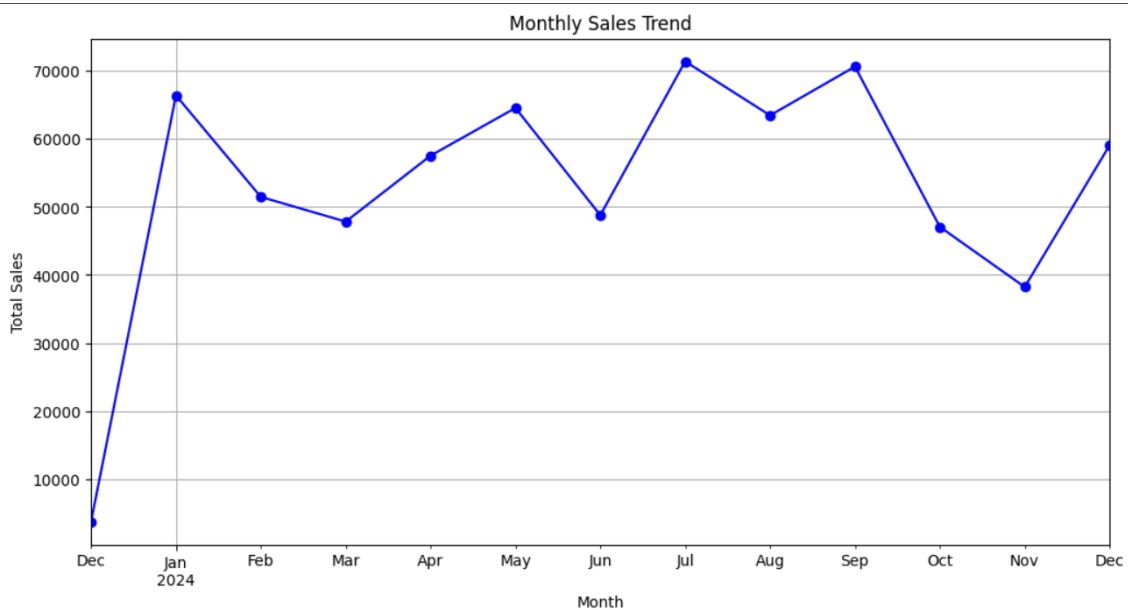
Top-Contributing Customers

- **Insight**: **Paul Parsons** is the highest-contributing customer with $10,673.87 in sales. Building loyalty programs for top customers can further drive their spending.

Top 10 Customers by Sales
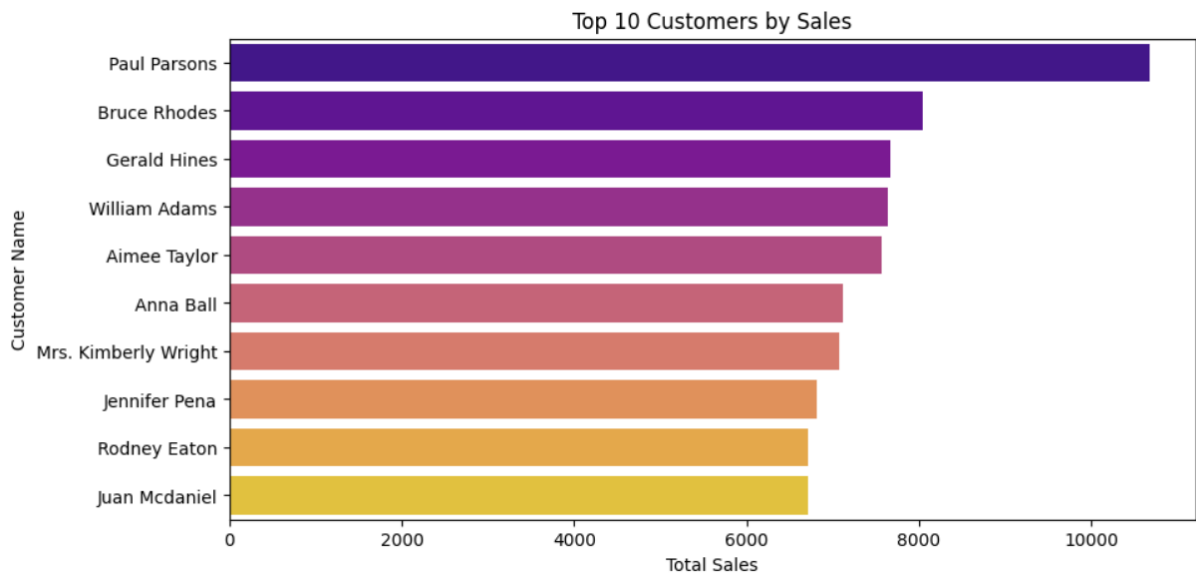
Most Profitable Product Category

- **Insight**: The **Books** category is the most profitable, generating $192,147.47 in revenue. Expanding the catalog in this category could sustain profitability.

Sales by Product Category
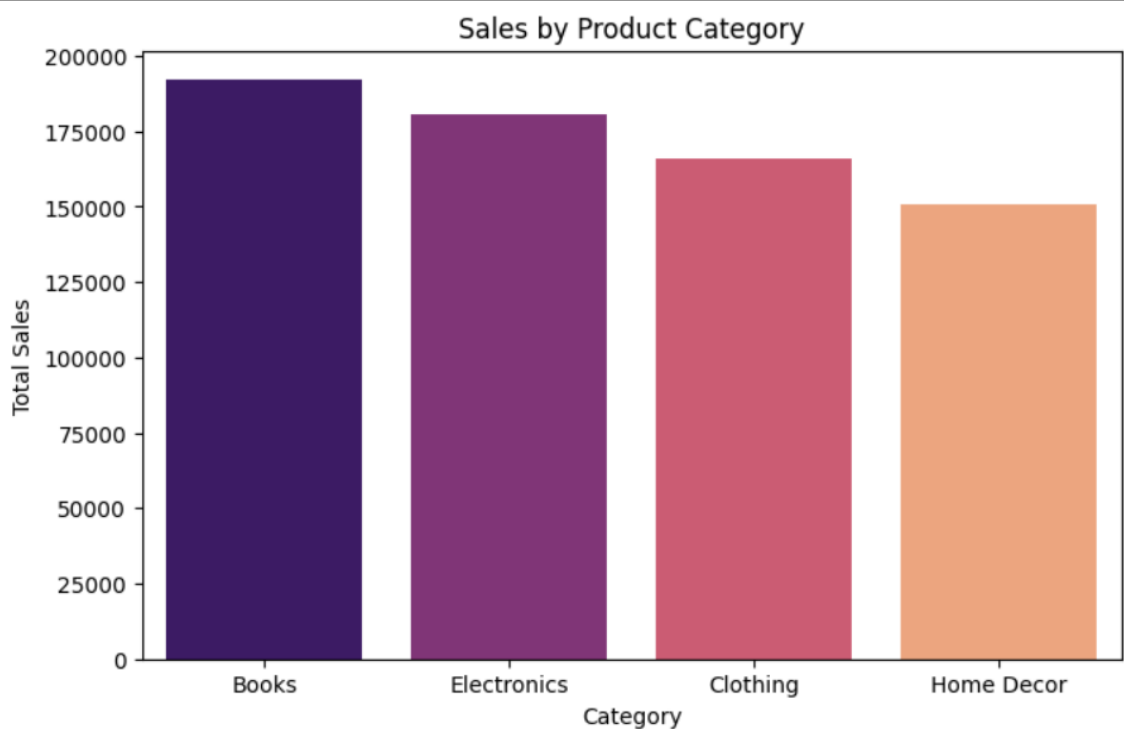
Dataset Summary

1. **Total Sales**: $689,995.56.

2. **Merged Data Information**: The merged dataset contains 1,000 transactions with 13 columns. This includes customer, product, and transaction details, ensuring comprehensive analysis.

3. **Top Categories**:

   o **Books**: $192,147.47

   o **Electronics**: $180,783.50

   o **Clothing**: $166,170.66

   o **Home Decor**: $150,893.93

Recommendations

1. **Regional Marketing**: Increase promotions and campaigns in South America to capitalize on its dominant sales performance.

2. **Seasonal Promotions**: Prepare for seasonal peaks in July by running targeted campaigns and optimizing inventory levels.

3. **Customer Retention**: Implement personalized offers or loyalty programs for top customers like Paul Parsons.

4. **Product Expansion**: Focus on scaling inventory in the most profitable category, Books, and high-demand items like the ActiveWear Smartwatch.

5. **New Product Development**: Explore developing more products within the wearable tech and book categories to align with customer preferences.