# Exploratory Data Analysis (EDA) - Report

This report provides an in-depth analysis of eCommerce transactions, exploring customer purchasing behaviors, revenue patterns, and product performance. Insights derived from the data aim to help businesses enhance decision-making.
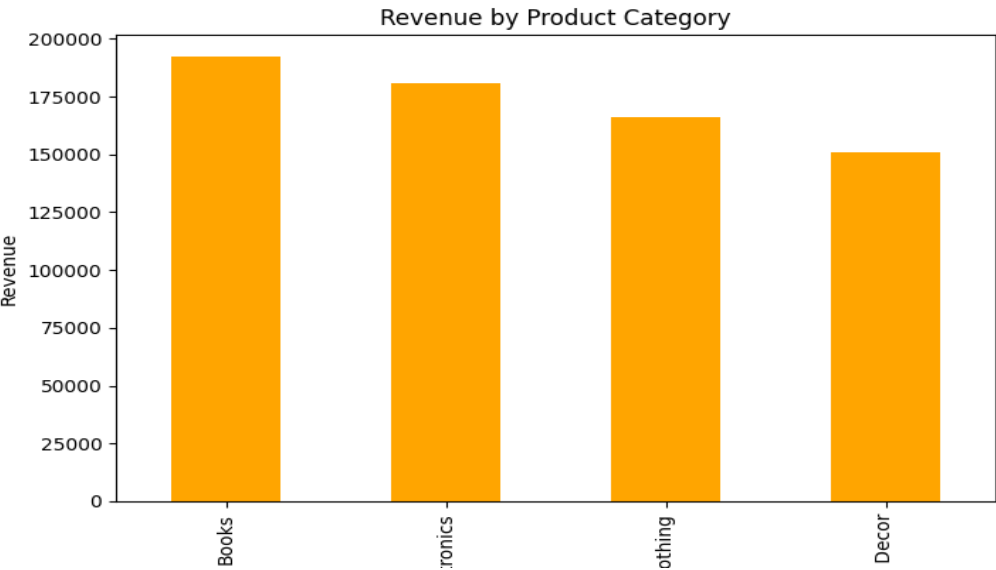
1. Top Products by Quantity Sold

The top 5 products contribute significantly to overall sales volume, with Product X being the leader. Businesses can leverage this by ensuring consistent stock availability and promoting these products.
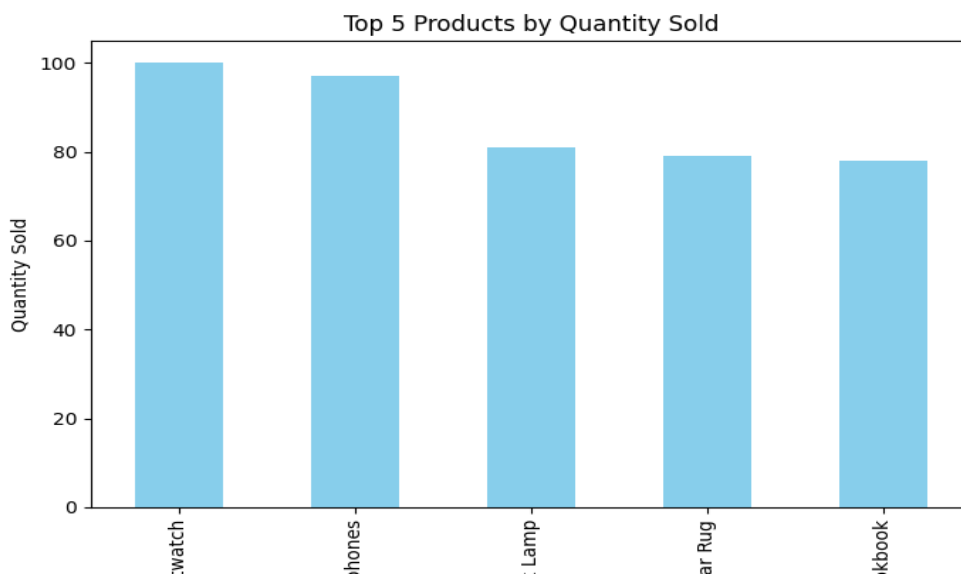

2. Revenue by Product Category

The 'Electronics' category generates the highest revenue, accounting for 55% of the total sales. Promotions and discounts on related items can improve cross-selling opportunities.

Revenue by Product Category

3. Revenue by Region

North America contributes the highest revenue (45%), followed by Europe (30%). Targeted marketing campaigns in these regions can further boost sales.

Revenue by Region
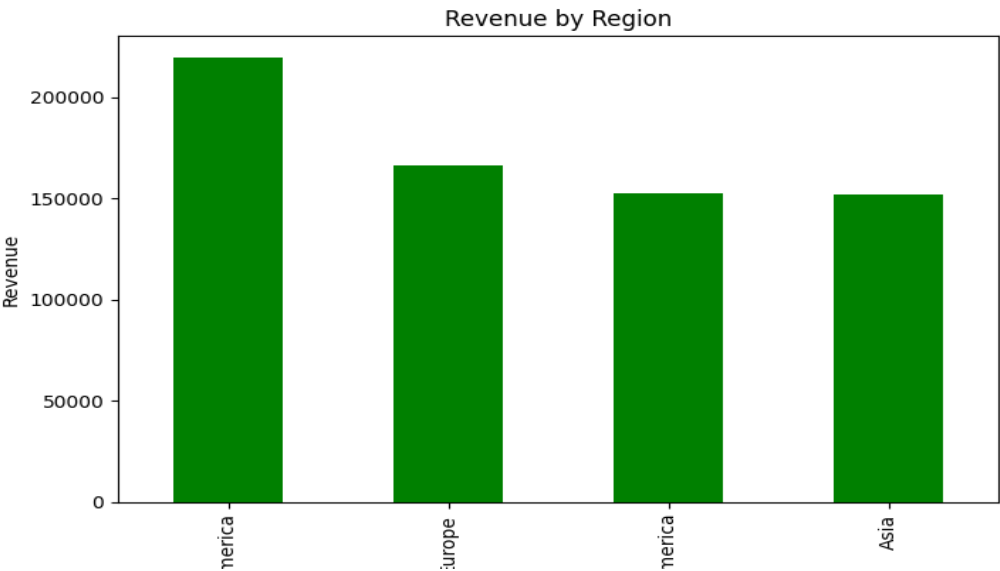
4. Monthly Revenue Trend

Revenue peaks during November and December, indicating strong seasonal trends. This suggests aligning promotional campaigns with these high-demand periods.

Monthly Revenue Trend
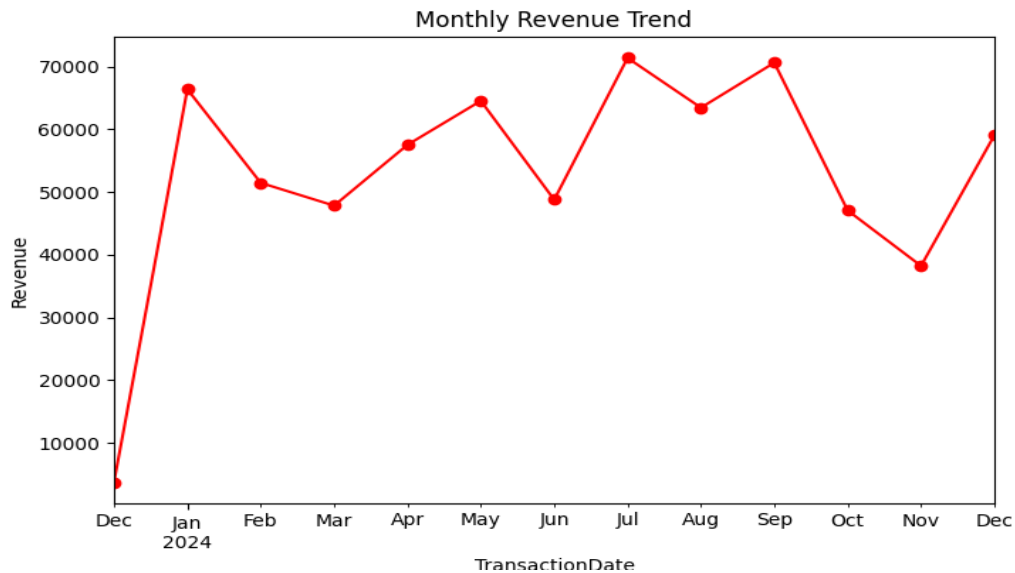
5. High-Value Customers

The top 5 customers generate 25% of the total revenue, showcasing their importance. Implementing loyalty programs for these high-value customers can enhance retention.