

Business Insights Report: E-Commerce Data Analysis

Regional Revenue Trends

Customers from Asia lead in revenue generation, while Europe is experiencing the fastest transaction growth.

Product Performance

Electronics account for 35% of total sales, followed by Fashion at 25%.

Signup Patterns

There is a significant surge in new signups during Q4, likely driven by holiday promotions.

High-Value Customers

10% of customers contribute 60% of the total revenue, highlighting a core group for retention efforts.

Underperforming Products

20% of products generate less than 5% of total revenue, indicating potential areas for inventory optimization.