

# E-Commerce Business Intelligence Report

## Key Business Insights

1. Regional Performance: South America leads in revenue generation with 31.8% of total sales, suggesting strong market presence and potential for expansion in this region.
2. Product Category Success: Books category shows highest profitability with average transaction value of \$711.66, indicating strong customer preference and pricing strategy effectiveness.
3. Customer Behavior: Average order value is \$690.00 with customer lifetime value of \$3467.31. Top 20% of customers contribute 35.9% of revenue, suggesting opportunity for loyalty program enhancement.
4. Temporal Patterns: Peak shopping hours are between [16, 14, 22] with Wednesday being the busiest day, crucial for resource allocation and promotional timing.
5. Product Performance: Top 3 products account for 5.4% of total units sold, while 91 products show single-unit sales, indicating need for inventory optimization.

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