

Exploratory Data Analysis and Business Insights

Introduction:

This report provides an analysis of an eCommerce dataset to uncover trends and actionable insights.

Findings:

1. Sales growth over time indicates consistent business growth.
2. Region X is the top revenue generator; targeted promotions may further boost sales.
3. Product Y is the best seller; expanding its inventory may increase revenue.
4. Customer signups correlate with promotional campaigns in specific months.
5. Regions A and B have higher average transaction values, reflecting affluent customer bases.

Conclusion:

The insights suggest a focus on expanding in high-performing regions and products while leveraging promotional periods for customer acquisition.