

EDA Insights for eCommerce Transactions Dataset

1. Top 10 Products by Sales:

Focus marketing and advertising campaigns on top-selling products to drive higher revenue. Analyze what makes these products popular and replicate similar strategies for lower-performing products. Ensure these products are always in stock by maintaining proper inventory levels and monitoring demand trends.

2. Sales by Region:

High-revenue regions should be targeted for expansion with localized marketing campaigns and exclusive promotions. For low-performing regions, assess customer needs and analyze why sales are lagging. Adjust product offerings or improve logistics in these areas.

3. Customer Signup Trends:

Identify the years or months with the most customer signups to understand successful marketing campaigns or events during that time. Leverage these findings to plan future strategies for acquiring new customers during similar periods.

4. Popular Product Categories:

The most popular categories should guide inventory planning and resource allocation. Invest in advertising these categories to reach a broader audience. Use cross-selling strategies to promote related items.

5. Seasonal Trends:

Seasonal peaks can inform inventory preparation, staffing requirements, and promotional timing. Launch targeted marketing campaigns during peak months to maximize profits. Ensure customers are aware of seasonal discounts or offers.