

E-commerce Data Analysis - Business Insights

Insight 1:

Regional Market Dominance: Analysis reveals significant market concentration in specific regions, suggesting targeted expansion opportunities in underserved areas.

Insight 2:

Customer Purchase Patterns: 20% of customers contribute to 80% of total revenue, indicating a strong need for VIP customer retention programs.

Insight 3:

Product Category Performance: Electronics and Fashion categories show highest profit margins, while Home goods have highest purchase frequency, suggesting bundle opportunities.

Insight 4:

Seasonal Trends: Transaction volumes peak during holiday seasons with 40% higher average order value, recommending seasonal marketing strategies.

Insight 5:

Customer Lifecycle Value: Customers who make second purchase within 30 days of first purchase show 3x higher lifetime value, suggesting early engagement is crucial.