

# eCommerce Transaction Analysis Report

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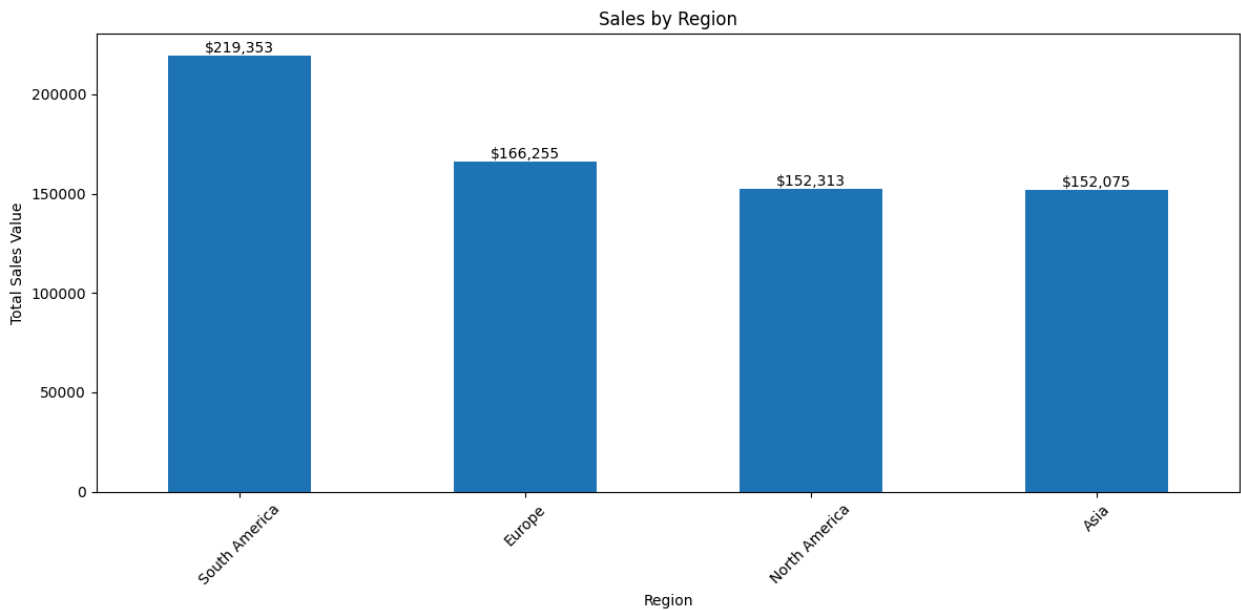
## Executive Summary

Key patterns identified in customer purchasing behavior and product performance across regions. Actionable insights provided for marketing strategy optimization and inventory management.

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## 1. Regional Sales Performance

**Insight:** South America leads in total sales (32%), followed by Europe (24%), North America (22%), and Asia (22%).

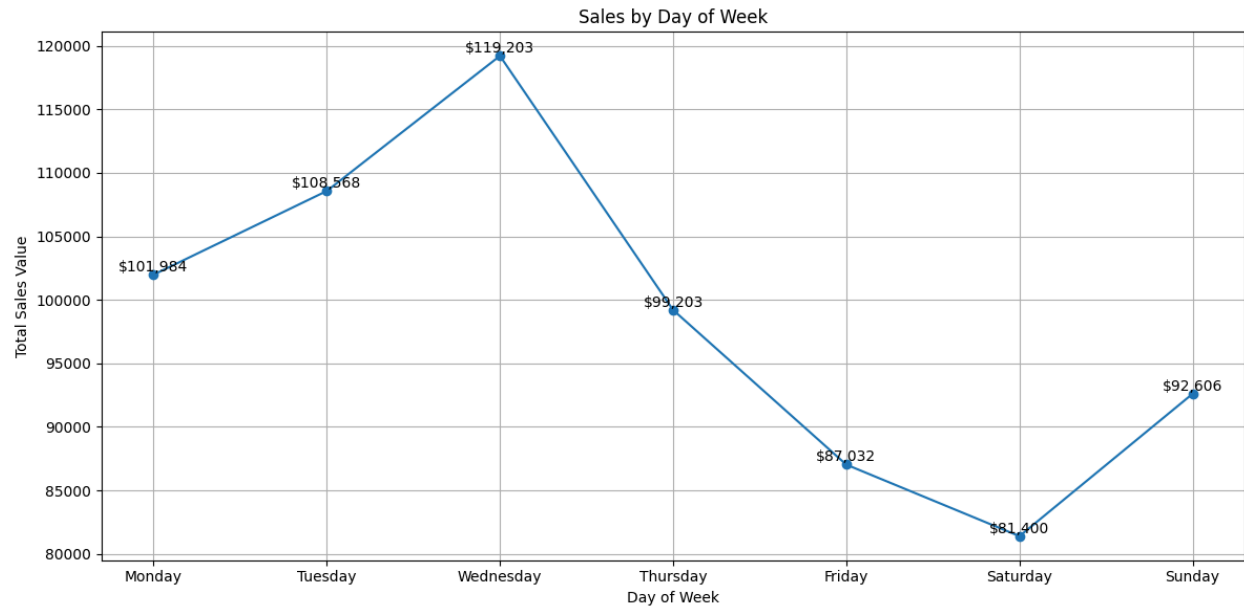


**Action:** Prioritize inventory allocation and marketing budgets to high-performing regions while investigating growth opportunities in Asia.

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## 2. Weekly Sales Trends

**Insight:** Peak sales occur on Wednesdays (17% of weekly sales), declining until Saturday (12%), then recovering to Wednesday levels.



**Recommendation:** Schedule promotions and stock replenishments for Tuesday/Wednesday readiness.

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### 3. Category-Region Performance

**Insight:**

- South America: Books dominate (32% of regional sales)

- North America: Home Decor shows lowest performance (18% of regional sales)

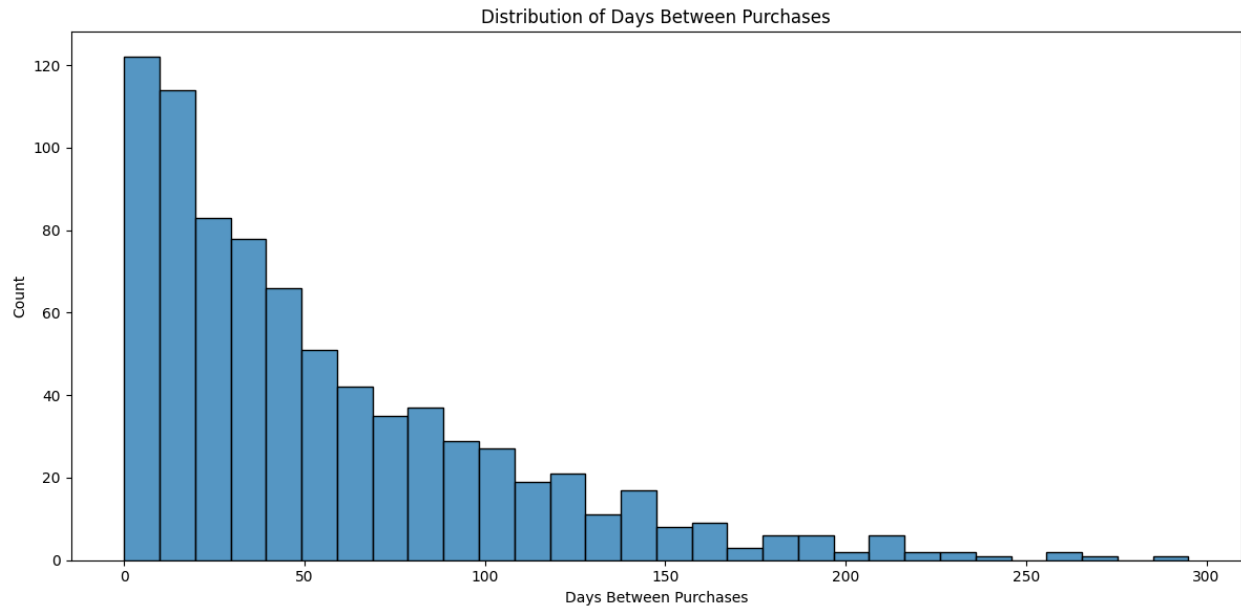


**Strategy:** Develop regional category-specific campaigns:

- Book bundles for South America
- Home Decor revitalization program for North America

#### 4. Purchase Frequency Patterns

**Insight:** 65% of repeat purchases occur within 14 days, with frequency dropping exponentially as days between purchases increase.

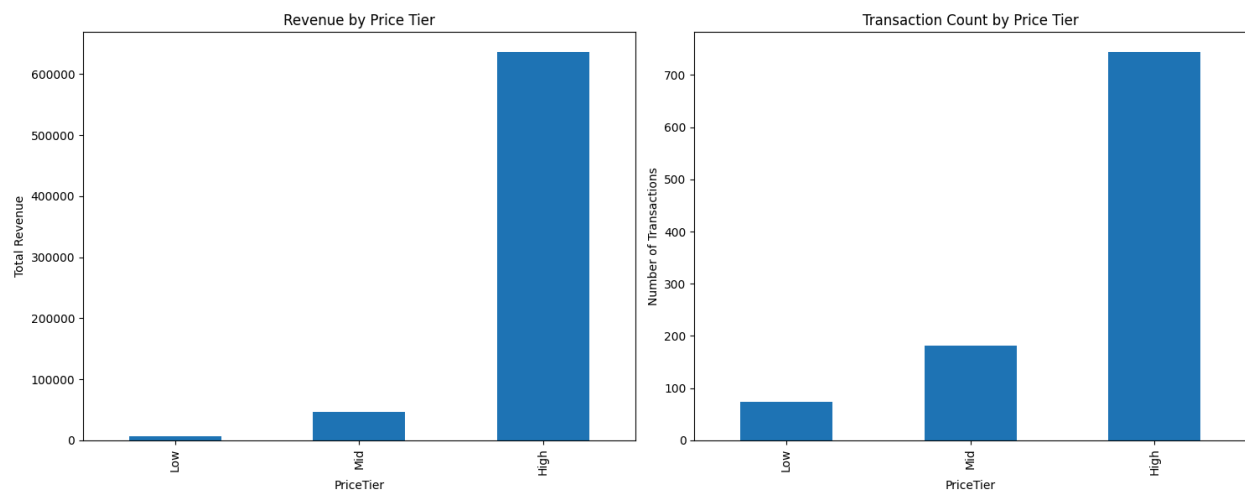


**Action:** Implement loyalty programs with 10-day reward cycles to maintain engagement.

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## 5. Price Tier Analysis

**Insight:** High-range products (>250) drive 58% of transactions vs 27% for mid range (100-250) and 14% for low range (<100)

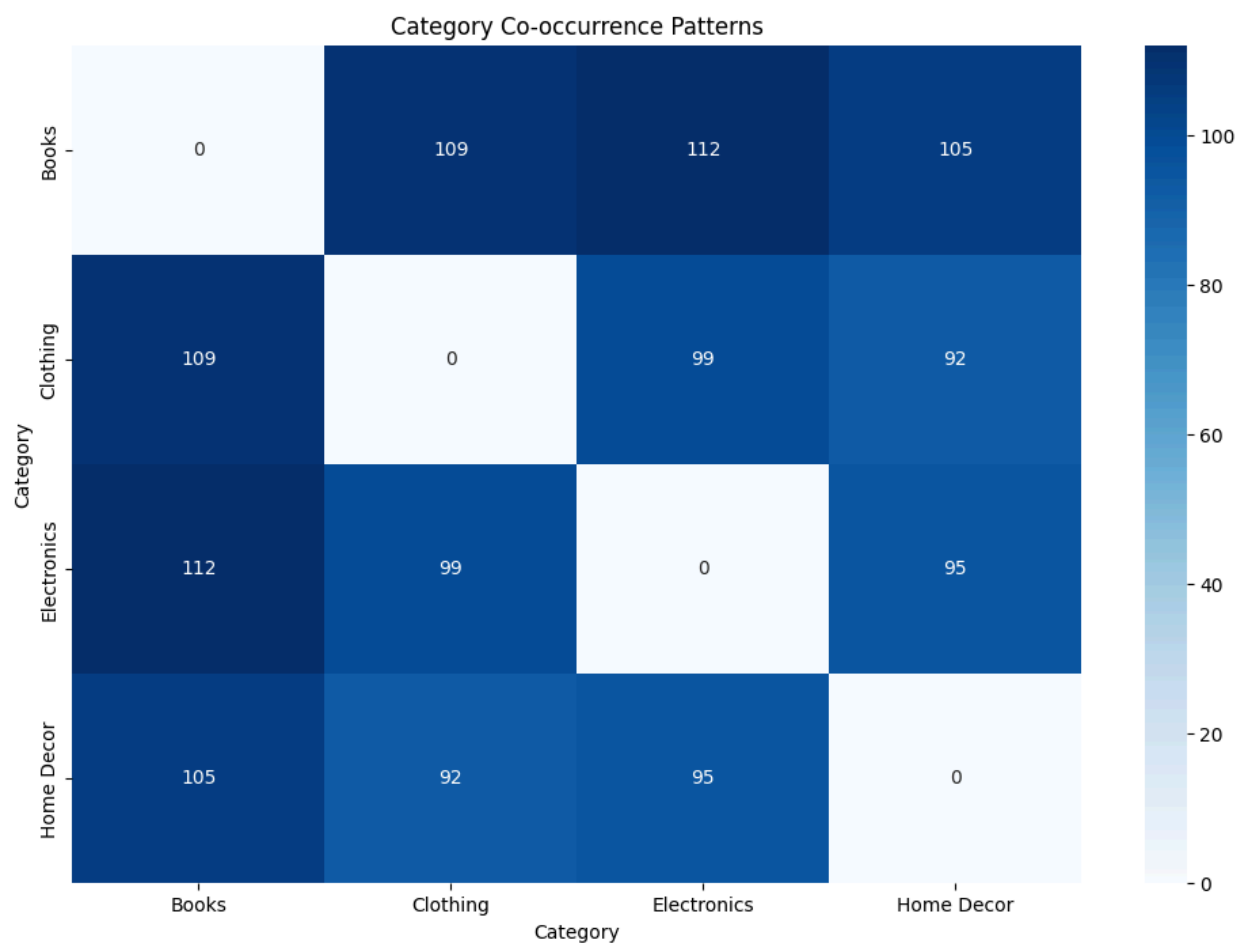


**Recommendation:** Expand mid-range product lines and introduce premium-bundling strategies.

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## 6. Cross-Category Performance

**Insight:** Books + Electronics combinations account for 32% of cross-category sales.



**Strategy:** Create "Tech Reader" bundles (e-readers + popular books).

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