

# E-Commerce-Customer-Analysis-and-Insights - EDA

1 → Total sales peak in 7 and 9 months, which can indicate seasonal trends.

This chart represents **Total Sales by Month**. Here is the insight from the chart:

1. **Peak Sales:**

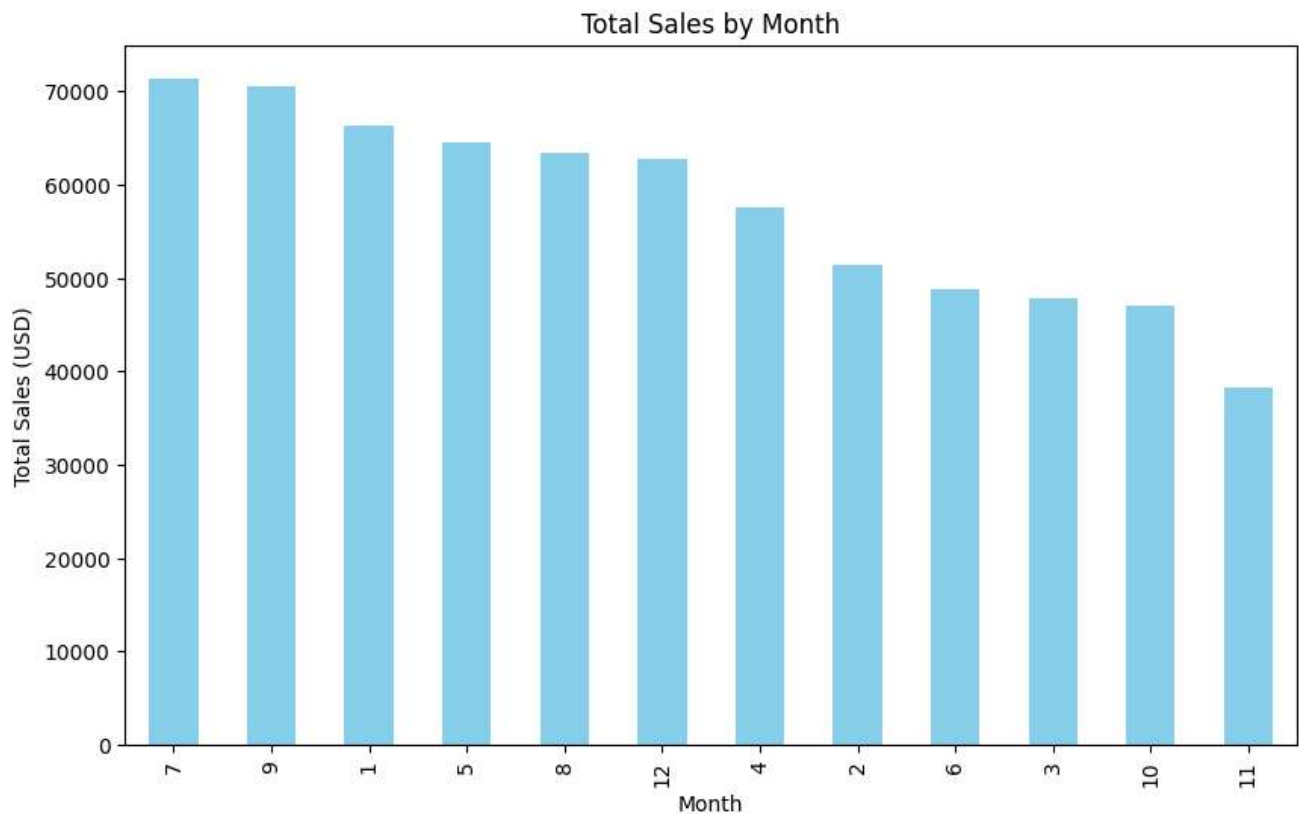
- The highest sales were recorded in July and September, each exceeding 70,000 USD, indicating strong seasonal demand during these months.

2. **Low Sales:**

- November experienced the lowest sales, around 40,000 USD, suggesting a decline in consumer activity compared to other months.

3. **General Trend:**

- The sales trend appears to vary significantly month to month, likely influenced by seasonal factors, promotions, or external events



2 → Product P059 and P054 has the highest total sales by quantity, indicating its popularity.

This chart shows the Top-Selling Products by Quantity. Here's what it tells us:

1. **Best-Selling Products**

- The ActiveWear Smartwatch and SoundWave Headphones are the most popular, with about 100 units sold each.

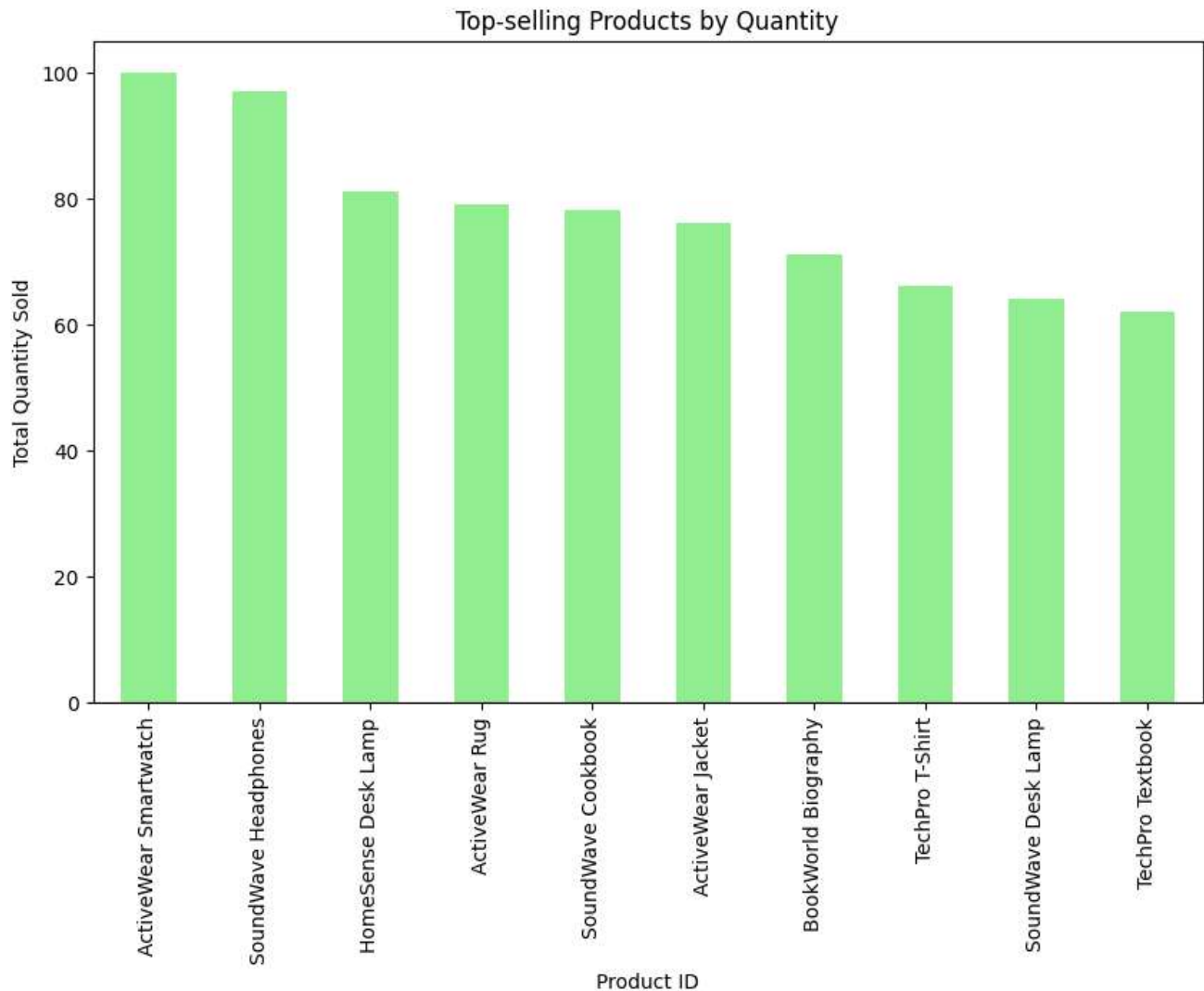
2. **Moderate Sellers**

- Products like the HomeSense Desk Lamp, ActiveWear Rug, and SoundWave Cookbook sell well, with 70-80 units sold.

3. **Lower Sellers in the Top Group**

- TechPro Textbook and SoundWave Desk Lamp have fewer sales, around 60 units.

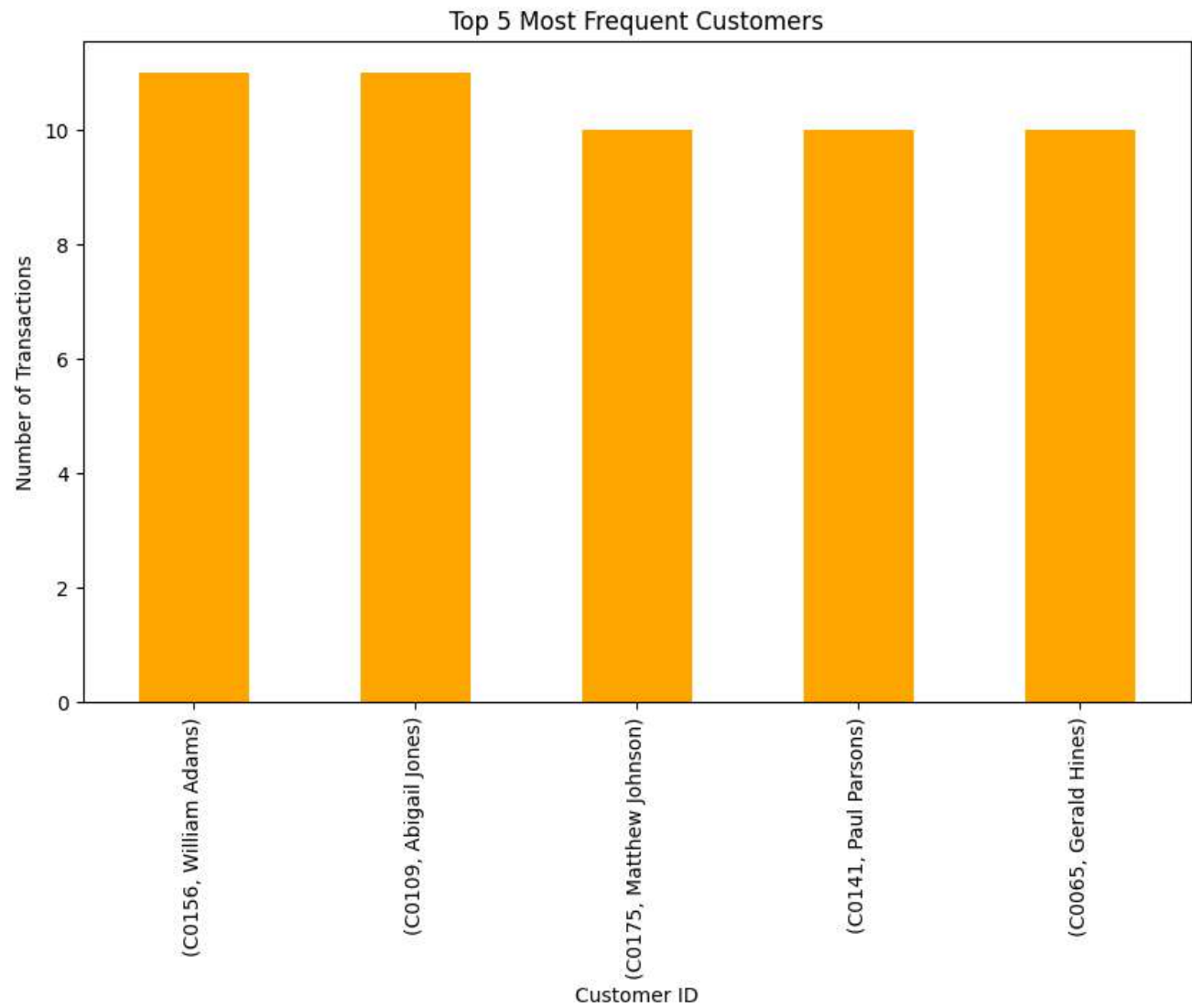
Overall, electronics and lifestyle items like smartwatches and headphones are the most in demand.



3 → The average transaction value is \$690.00.

4 → Customers like C0199 and C0146 are the most frequent, showing high engagement.

This chart illustrates the **Top-5 Frequent Customers**.



5 → This Chart Shows the monthly transaction counts show consistent activity, with potential spikes in certain months. Key Insights from the Chart

- The year starts with a high number of transactions in January.
- There's a sharp drop in February.
- A gradual increase is observed from March to May, followed by a significant dip in June.
- Transactions peak again in July and remain relatively stable until September.
- Another sharp decline is observed from October to November, with a slight recovery in December.

