

## Business Insights from the eCommerce Transactions Dataset

- 1. Revenue by Region:** The South America region contributes the highest revenue, generating 219,352.56 USD, which accounts for 31.79% of total revenue. This region shows a strong customer base, indicating potential for further expansion and targeted marketing.
- 2. Top Revenue-Contributing Customers:** The top three customers contributing the most revenue are:
  - **CustomerID C0141**, with **10,673.87 USD** (1.55% of total revenue).
  - **CustomerID C0054**, with **8,040.39 USD** (1.17% of total revenue).
  - **CustomerID C0065**, with **7,663.70 USD** (1.11% of total revenue).

These customers should be prioritized for loyalty programs and personalized marketing to foster retention and further growth.

- 3. Best-Performing Product Category:** The **Books** category is the highest-performing product category, contributing **27.85%** to total revenue. This indicates high customer demand for books, suggesting the potential for expanding the range of books or introducing related products to further capitalize on this category's success.
- 4. Seasonal Sales Trends:** Sales peak during **month 7**, indicating a seasonal demand spike. This could be due to mid-year events or holidays. The business should consider running targeted promotions during this period to maximize sales and customer engagement.
- 5. Underperforming Product Category:** The **Home Decor** category shows the least performance, indicating lower customer interest. This suggests the need for a reassessment of the product offerings, pricing, or marketing strategies. Introducing targeted promotions or redesigning the product line could help improve sales in this category.