

EDA Report of Ecommerce Transactions Dataset

Introduction:

This analysis includes insights derived from customer, product, and transaction data, aimed at identifying trends, high-value customers, and sales performance.

Summary of Findings:

- Certain products are in high demand. For instance, the top 5 products contribute a significant portion of overall purchases.
- The top 5 customers contribute significantly to the total sales. Identifying and retaining such high-value customers is critical.
- The sales distribution across regions highlights specific regions with higher purchasing power. This can guide region-specific marketing strategies.

Key Business Insights:

- The top 5 customers contribute significantly to total sales, emphasizing the importance of retaining these high-value customers.
- The top 5 products account for a substantial portion of purchases, indicating a need to focus on inventory and marketing strategies for these products.
- Regional sales trends reveal regions with higher purchasing power, suggesting opportunities for region-specific marketing.
- Customer signup patterns indicate peak periods during specific months, which can guide promotional campaigns during those times.
- Overall, the dataset highlights actionable opportunities to optimize customer retention and inventory management.