

# eCommerce Transactions Analysis Report

## Business Insights:

### 1. *Regional Insights:*

- South America has the highest customer representation (59), contributing significantly to overall sales.
- Asia has the lowest customer count, suggesting potential for market expansion through targeted campaigns.

### 2. Product Preferences:

- Books and Electronics dominate the catalog, each contributing 26% of the product portfolio.
- Top products (e.g., P059 and P054) drive sales across multiple regions, indicating their universal appeal.

### 3. Spending Behavior:

- Customers purchase an average of 2.54 items per transaction, with an average transaction value of 689.99.
- High-value transactions are more frequent in Europe, where premium products are highly popular.

### 4. Sales Trends:

- Sales show periodic spikes, likely driven by promotional events or seasonal trends.
- Monthly sales analysis suggests aligning campaigns with peak sales periods to maximize revenue.

### 5. Strategic Recommendations:

- Focus on South America for retention initiatives while expanding outreach in Asia.
- Optimize inventory for top-performing products and consider regional pricing strategies.
- Enhance customer loyalty programs for high-spending customers to improve retention and lifetime value.