

Online Retail

» ISSUE / PROBLEM

Online Retail is an e-commerce company that wants to better understand customer behavior and improve sales performance and answer the following question:

What months or days have the highest sales?

Which products are the most popular among customers?

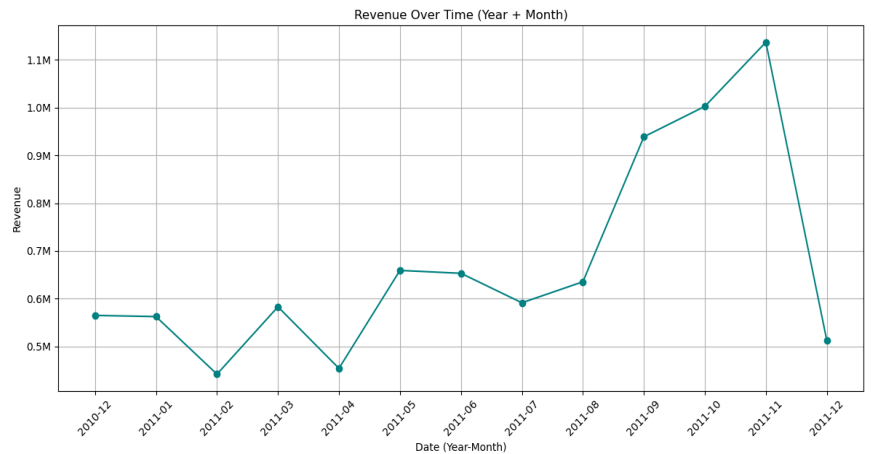
Which countries place the most online orders?

» RESPONSE

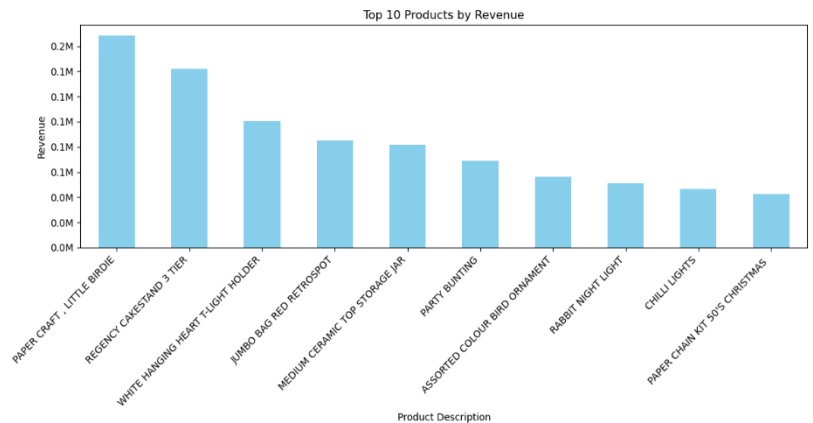
I cleaned and explored e-commerce transaction data, then analyzed customer purchasing behavior to uncover patterns across time, countries, and products. Using data visualization and descriptive analysis, I identified key sales trends and provided actionable business insights to support marketing and sales strategies.

» IMPACT

The analysis helped the business identify top-selling products, peak sales periods, and high-demand countries. These insights support better inventory planning, targeted marketing campaigns, and improved customer experience, leading to potential increases in sales and customer satisfaction.



The line chart displays total revenue by year and month, showing seasonal trends with peaks in October and November 2011 and lows in February and April 2011.



The bar chart shows the top 10 products by revenue, which make up a large share of sales.

» INSIGHTS/NEXT STEPS

- Revenue peaks in October and November highlight strong seasonal demand; plan inventory and marketing around Q4 sales.
- The United Kingdom is the main sales driver, showing a strong home-market presence; build dashboards to track country-level performance.
- A few products generate most of the revenue; focus promotions on these top performers and segment products by sales volume.
- Most sales occur during working hours on weekdays, suggesting B2B purchasing patterns.