



NOVANECTAR SERVICES PVT. LTD.

Data Analytics

Project Title - Online Sales Coupon Analysis In Python

You are requested to collect data from any independent source site like Kaggle or it can be explicit data. To conduct a thorough analysis of online coupon sales using the following factors:

Parameters:

Import the libraries

Inspecting the data frame.

Data Cleaning

- Checking the null count for different columns with null percentage.
- Removing columns with high null percentage value if any.
- Check and remove if any Rows with high “Na” values.
- Drop the unwanted Columns
- Sort the table equivalently if needed

Provide the Customer engagement rise on which product is highest
Product wise classification on sales

Which type of coupon are highest used year wise?

Classification of different coupons used on the basis of products.

Do Feature Engineering if required like PAT Income, etc

Provide month wise classification of sales.