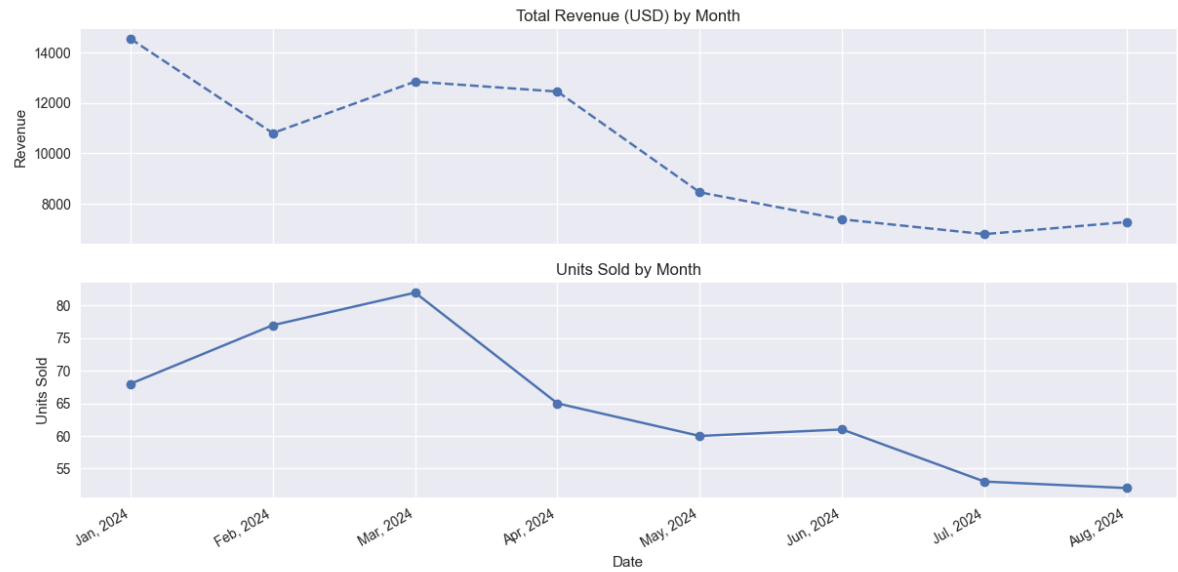
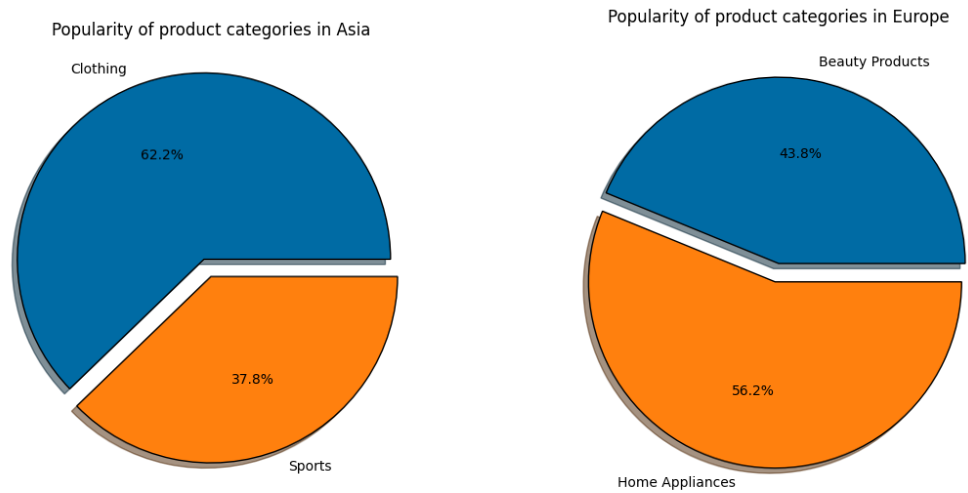


This is the second part of “Online Sales Analysis” project, namely, data visualization part. Here I used matplotlib library to visualize data.

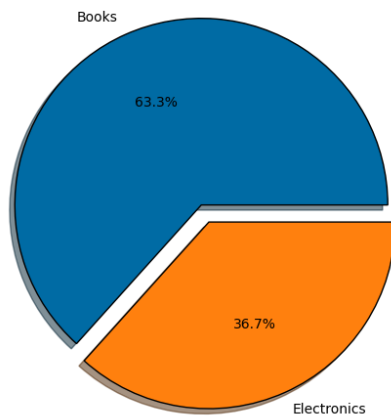
1. Analyse sales trends over time to identify seasonal patterns or growth opportunities.



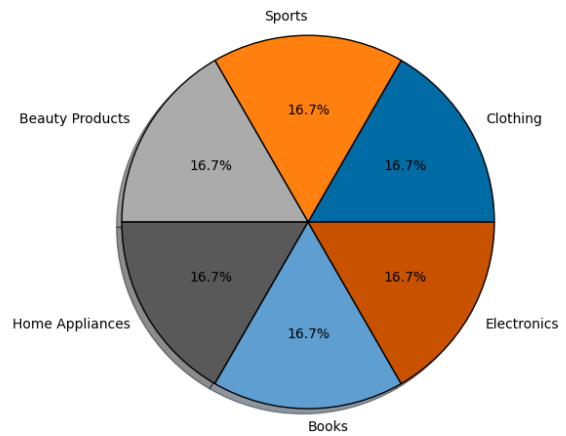
2. Explore the popularity of different product categories across regions.



Popularity of product categories in North America

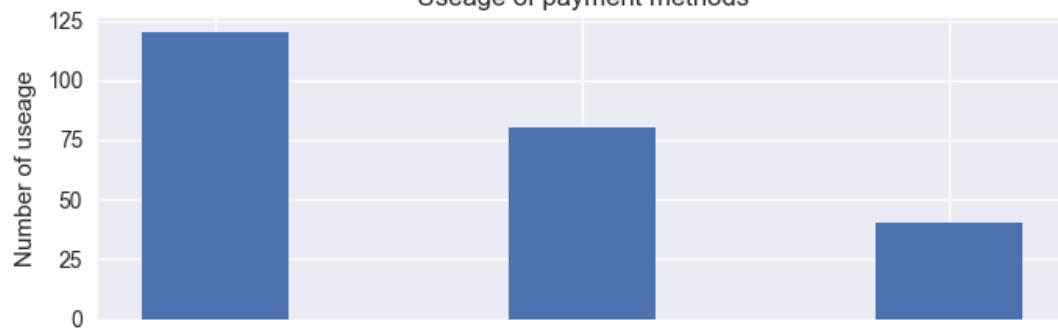


Proportion of product categories

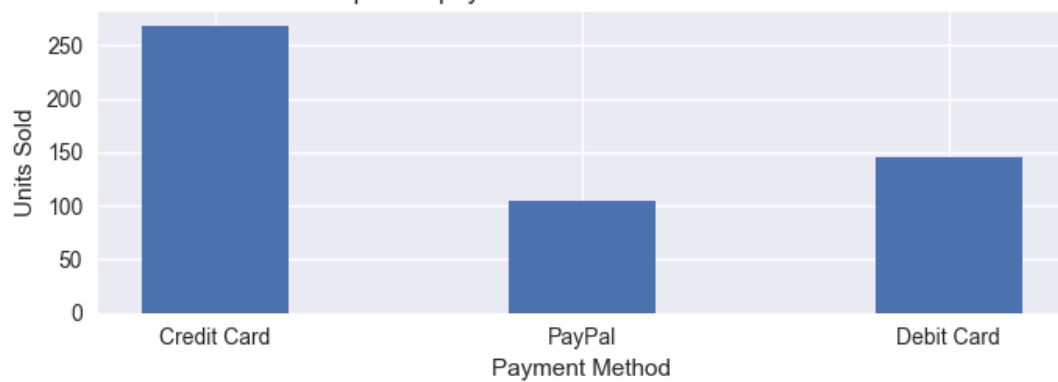


### 3. Investigate the impact of payment methods on sales volume or revenue.

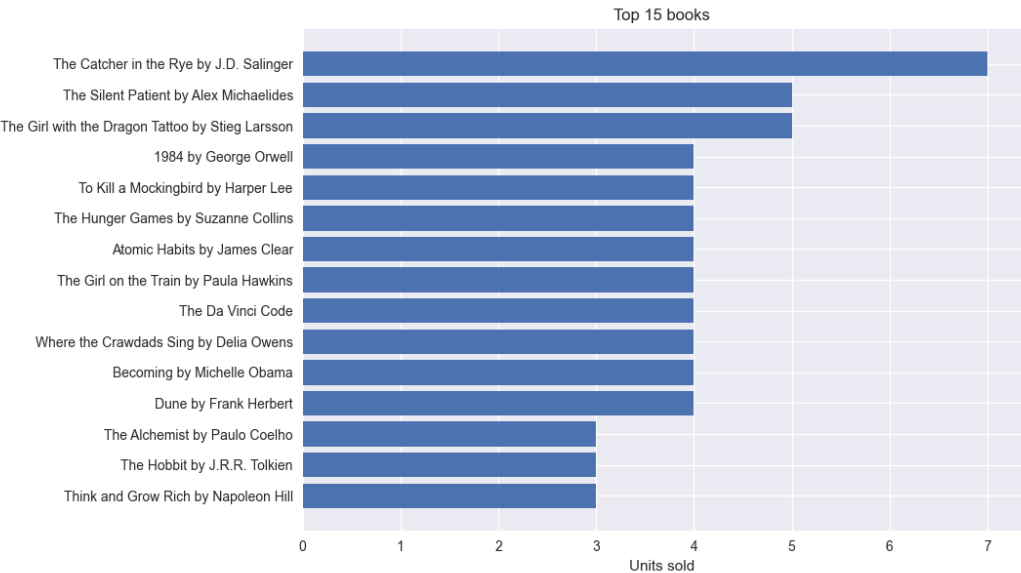
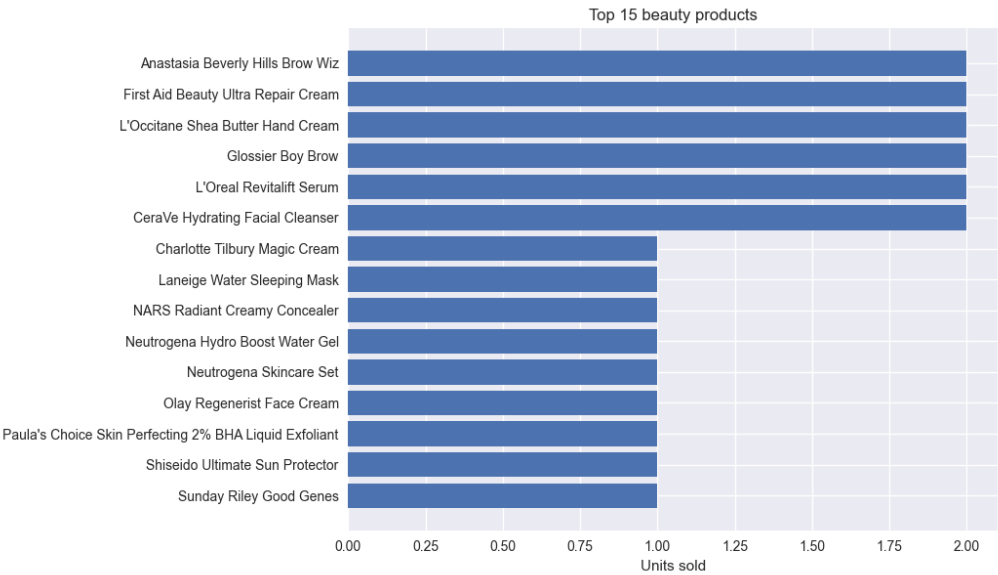
Usage of payment methods

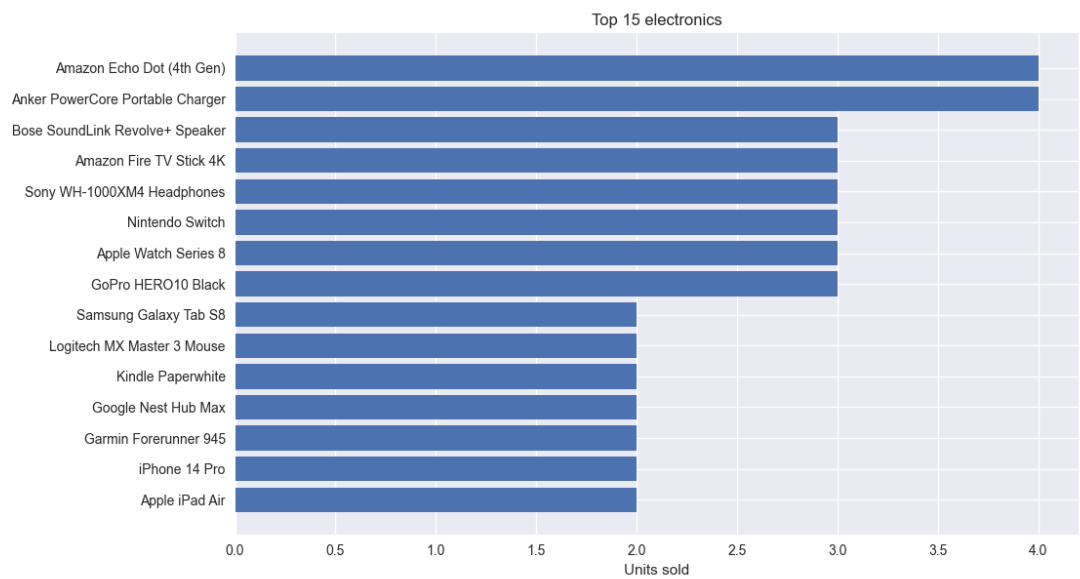
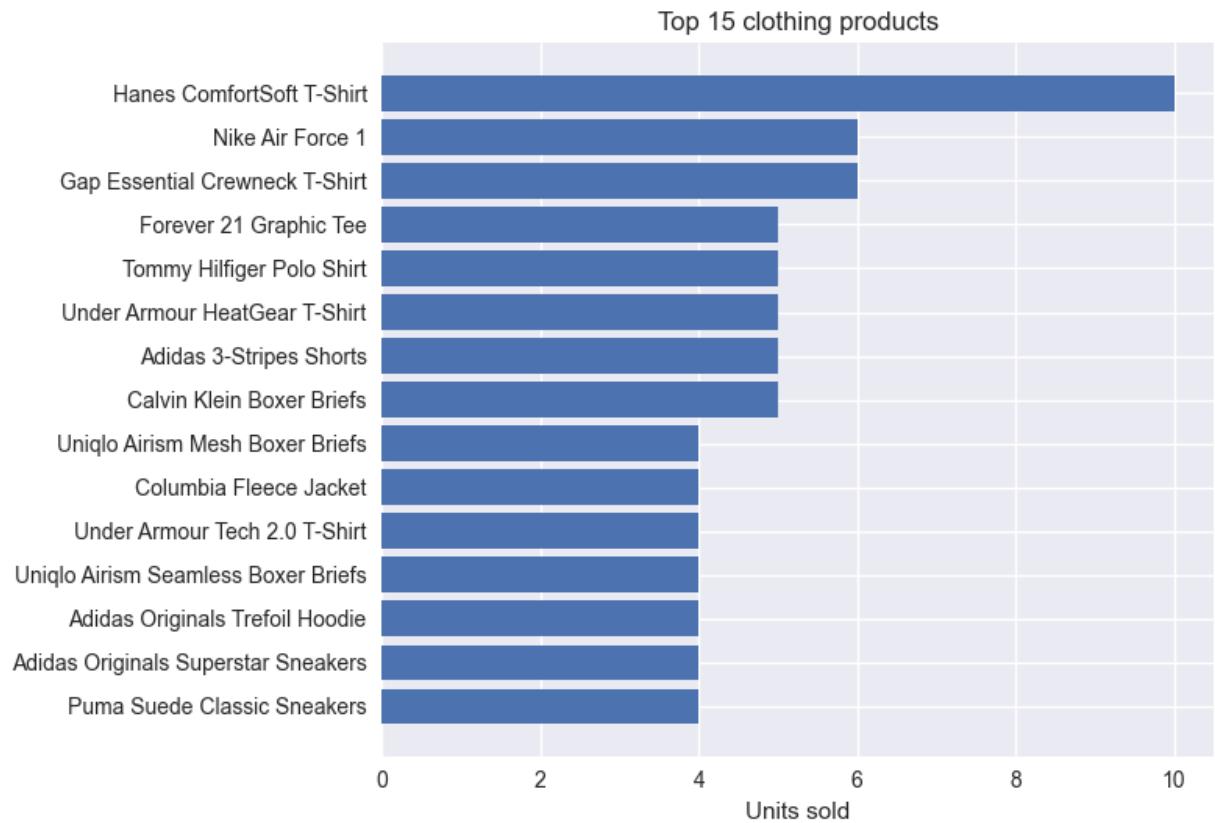


Impact of payment methods on sales volume

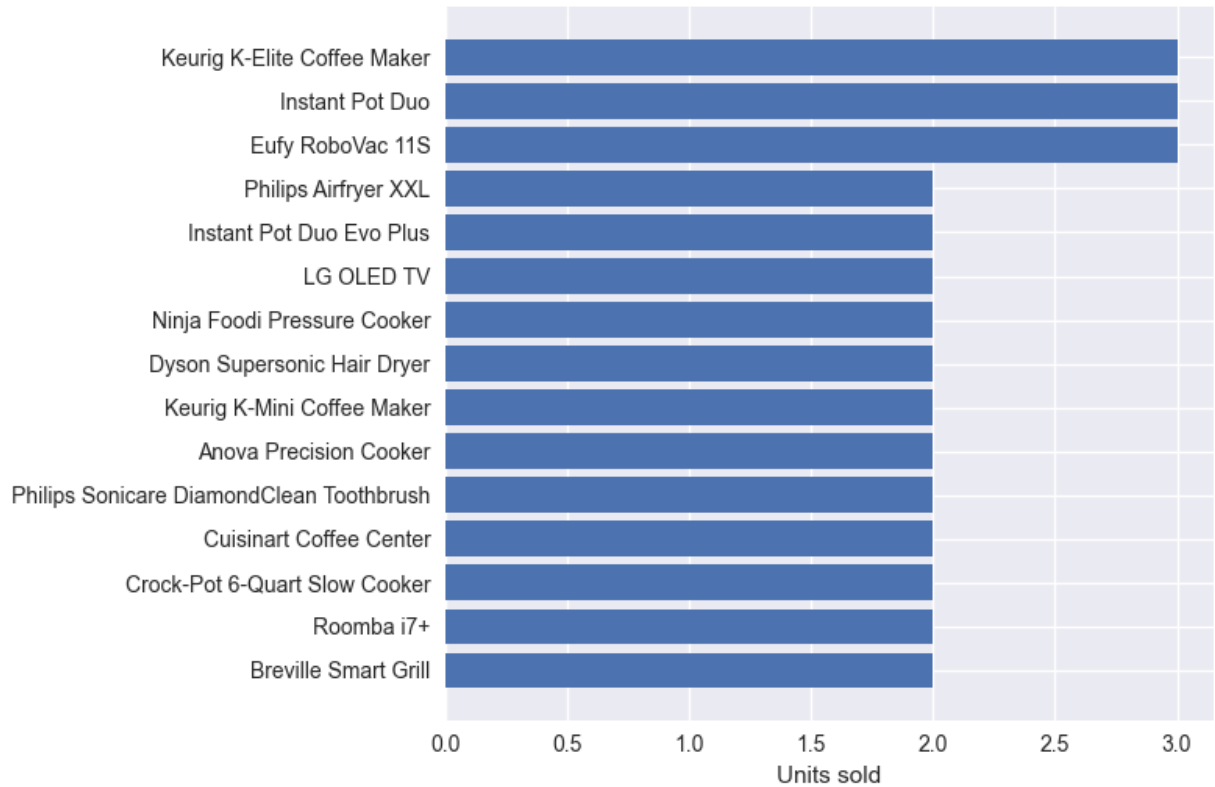


**4. Identify top-selling products within each category to optimize inventory and marketing strategies.**

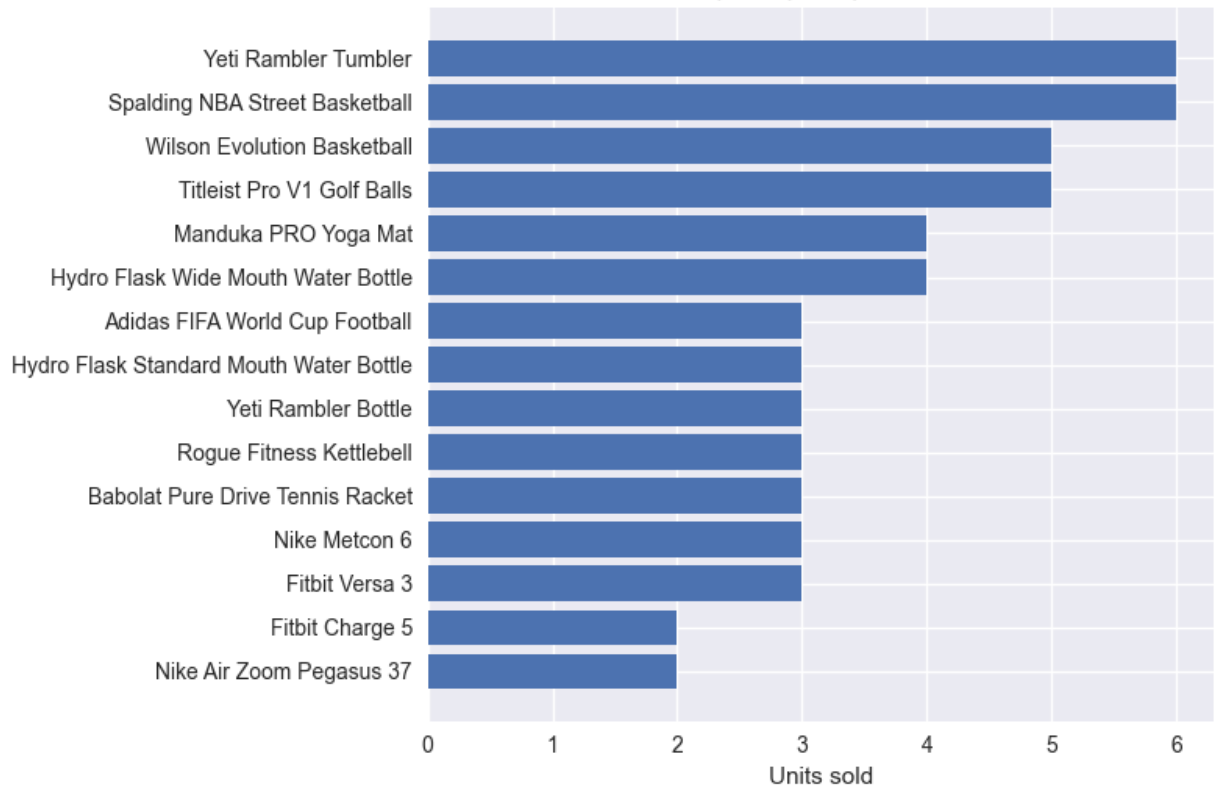




Top 15 home appliances products

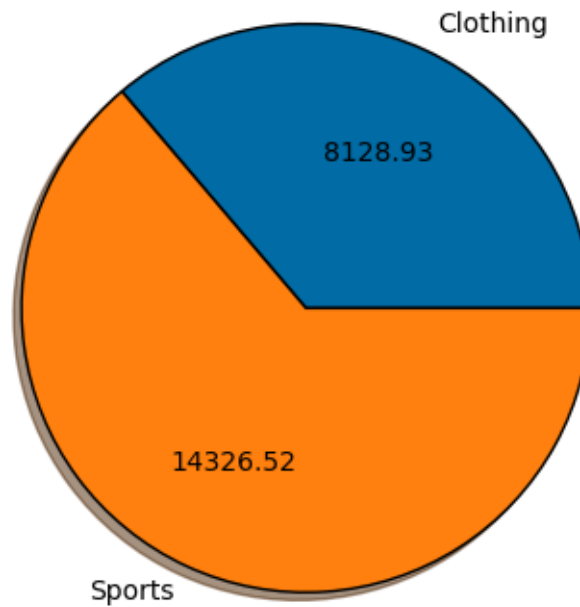


Top 15 sports products

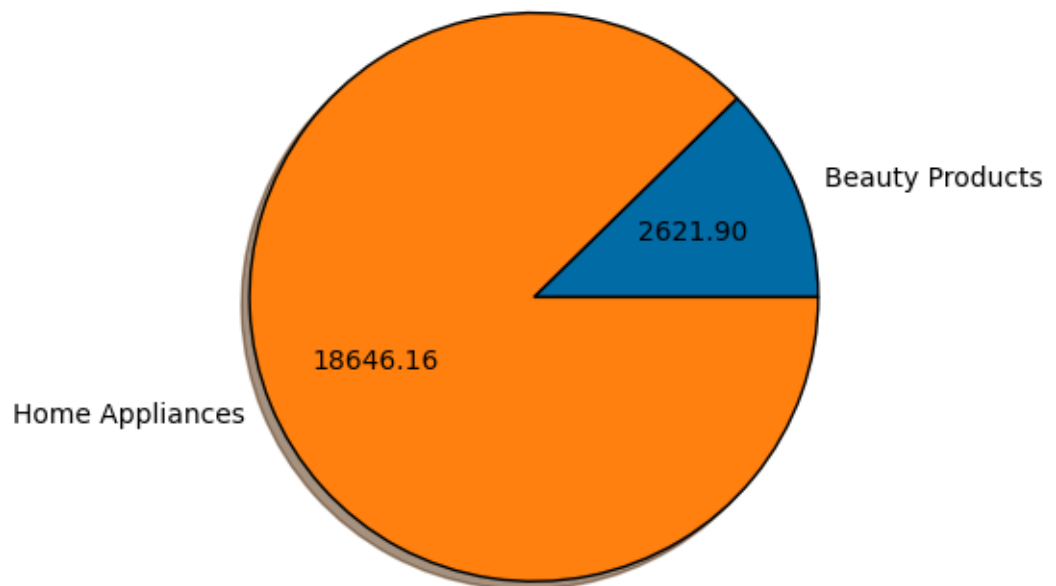


5. Evaluate the performance of specific products or categories in different regions to tailor marketing campaigns accordingly.

Total revenue (USD) of each category (Asia)



Total revenue (USD) of each category (Europe)



Total revenue (USD) of each category (North America)

