LEARNINGS

- Performed data cleaning and manipulation
- Performed exploratory data analysis (EDA) using pandas, matplotlib and seaborn libraries
- Improved customer experience by identifying potential customers across different states, occupation, gender and age groups
- Improved sales by identifying most selling product categories and products, which can help to plan inventory and hence meet the demands

INSIGHTS

- Purchasing power of females are greater than men
- Most of buyers are of age group between 26-35 yrs
- Most of the orders and total sales/amount are form Uttar Pradesh, Maharashtra, Karnataka resp.
- Most of buyers are working in IT, Healthcare and Aviation sector
- Most sold products are from Food, Clothing and Electronics category

CONCLUSION

- Married women age group 26-35 yrs from UP, Maharashtra and Karnataka working in IT, Healthcare and Aviation are more likely to buy products from Food, Clothing and Electronics category