



### Subtask 2: Identify Best-Selling Products and Categories

Identifying **best-selling products and categories** is essential for understanding which items drive the most revenue and customer interest. E-commerce companies like **Flipkart, Amazon India, and Meesho** use product performance analysis to:

- Prioritize high-demand products in inventory.
- Optimize marketing campaigns for top-selling categories.
- Identify low-performing products that need discounts or removal.
- Improve product recommendations for customers.

By analyzing sales data at the **product and category level**, businesses can make informed decisions about stock management, pricing strategies, and marketing investments.

### Subtask 2: Identify Best-Selling Products and Categories

#### 🔧 How You Can Perform This Task?

#### 1 Group Sales Data by Product and Category

- Identify columns related to **Product Name and Category** in the dataset.
- Calculate the **total quantity sold** and **total revenue generated** for each product.
- Rank products based on **sales volume and revenue contribution**.

#### 2 Find the Best-Selling Products

- Identify the **top 10 products** that generated the highest revenue.
- Check if certain products sell better in specific seasons (e.g., winter wear during December).
- Compare **high-sales products vs. low-sales products** to identify trends.

#### 3 Analyze Best-Selling Categories

- Group products by **category** (e.g., Electronics, Clothing, Home Appliances).
- Calculate **total sales and revenue contribution** of each category.
- Identify **which category contributes the most revenue** to the business.

#### 4 Visualize the Results

- Create **bar charts or pie charts** to showcase top-selling products and categories.
- Compare **sales distribution across different categories** to understand customer preferences.
- Highlight if certain categories **perform better during specific months**.

#### 5 Compare Profitability of Best-Sellers

- Some products may have high sales volume but **low profit margins**.
- Identify **high-revenue products that also have good profit margins**.
- Suggest **strategies to increase profitability**, such as bundling or premium pricing.

#### 6 Document Key Findings

- Summarize the **top 5 products** and **top 3 categories** based on revenue and sales volume.
- Highlight **seasonal trends** in product demand.
- Suggest **inventory management strategies** for top-performing items.

**Pro Tip:** Understanding best-sellers can help businesses **optimize supply chain, improve stock forecasting, and enhance personalized recommendations** for customers.

#### Tasks

- ☐ Grouped sales data by **Product Name and Category**.
- ☐ Identified **top-selling products** based on sales and revenue.
- ☐ Analyzed best-performing **categories**.
- ☐ Created **visualizations** for better insights.
- ☐ Documented key findings and recommendations for inventory management.

Overall Progress

0%



#### Project Overview

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Step 1: Understanding Business Requirements and Data Overview



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Step 2: Sales Trend Analysis



Subtask 1: Analyze Monthly and Yearly Sales Trends



Subtask 2: Identify Best-Selling Products and Categories



Subtask 3: Geographic Sales Performance



Subtask 4: Submission

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Step 3: Customer Segmentation Using RFM Analysis



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Step 4: Sales Forecasting Using Time Series Analysis



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Step 5: Business Insights & Recommendations

