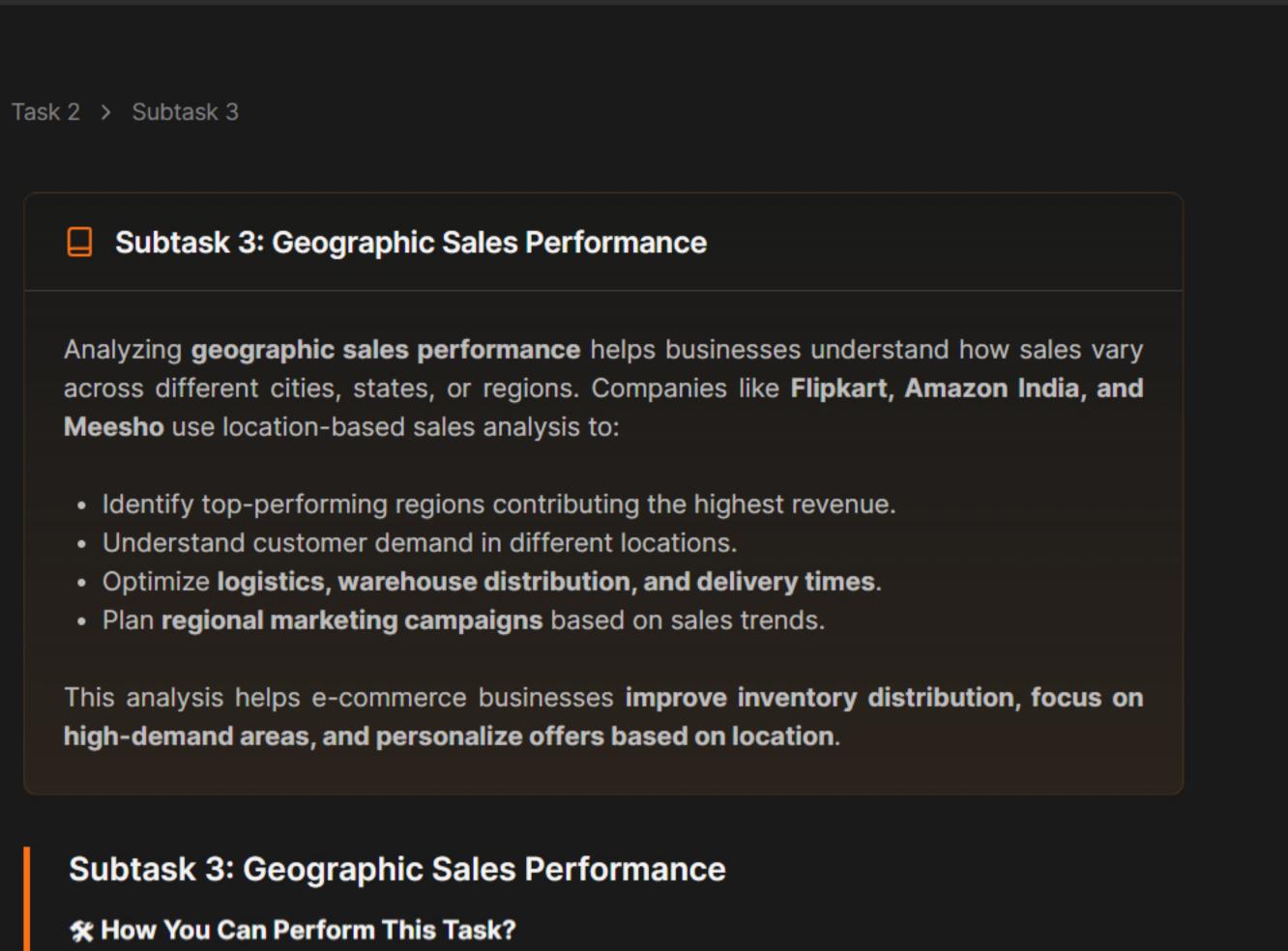


E-Commerce Sales Analysis for Data-Driven Decision Making

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Identify Geographic Data in the Dataset

- Locate the column representing customer location, city, state, or region.
- If the dataset contains only **postal codes**, use external datasets to map them to city/state.

Group Sales Data by Location

- · Calculate total sales revenue for each city/state.
- Rank locations based on total orders placed and revenue generated.
- Identify top 5 high-performing cities and low-performing cities.

Identify Trends Across Regions

- Analyze whether urban areas (e.g., **Mumbai, Delhi, Bangalore**) generate more sales than rural areas.
- Check if certain states have higher customer retention or frequent repeat purchases.
- Identify states where **certain product categories perform better** (e.g., winter wear in North India, ethnic wear in Gujarat).

✓ Visualize the Data on a Heatmap

- Use a heatmap or bar chart to show sales distribution across different states.
- Identify regions with sales growth vs. regions with declining sales.
- Highlight areas where marketing campaigns can improve performance.

Compare Sales with Population or Market Size

- Check if sales are proportional to the population of a region.
- Identify areas with low penetration but high market potential for expansion.

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- Summarize the top-performing and underperforming locations.
- Recommend logistics improvements based on regional demand.
- Suggest targeted marketing campaigns for specific regions to boost sales.

