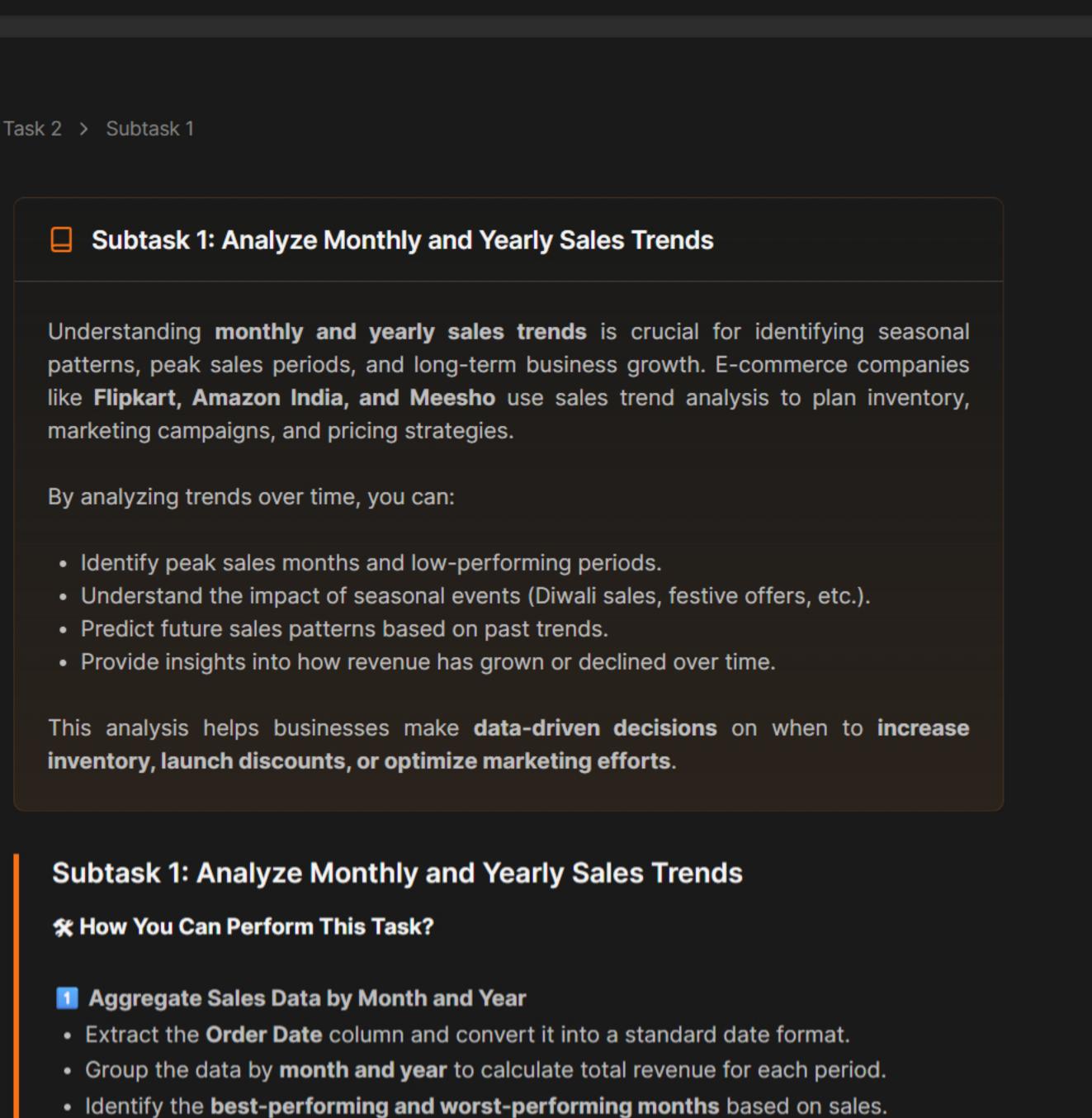


E-Commerce Sales Analysis for Data-Driven Decision Making

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Visualize Monthly Sales Trends

- Create a line chart to visualize how revenue changes across different months.
- Identify seasonal patterns, such as spikes during festive periods like Diwali, Christmas, or New Year sales.
- Look for declining trends and periods of slow sales.

## Analyze Yearly Sales Performance

- Summarize total revenue for each year to track **overall business growth**.
- Compare yearly sales to check for consistent growth or stagnation.
- Identify if there are downtrends due to external factors like economic downturns or policy changes.

## ■ Compare Peak and Low Sales Periods

- Identify which months contribute the most revenue and why.
- Check if certain months have higher returns or cancellations affecting sales.
- Suggest strategies for boosting sales during low-performing months (e.g., special discounts or promotions).

## Document Key Findings

- Summarize key insights on how sales fluctuate monthly and yearly.
- Highlight significant trends, such as growth rate, best-performing seasons, and areas of improvement.
- Prepare visual graphs to support the findings.

