

Online Retail

Online Retail Exploratory Data Analysis with Python Project

Project Overview

An entry level Data Analyst at an online retail company, helping interpret real world to help make a key business decision.

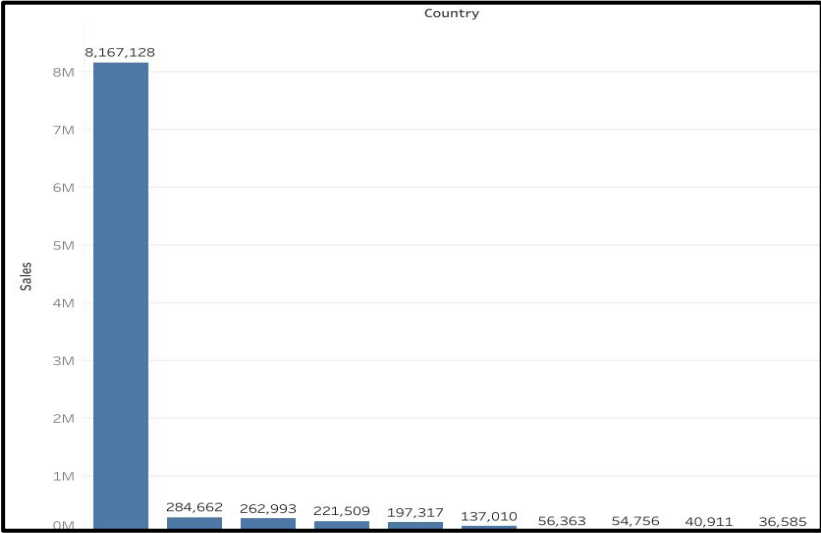
Key Insights

Busiest sales months are:
September, October,
November.

Busiest days of the week:
Tuesday, Wednesday,
Thursday.

Top 10 selling products:
WORLD WAR 2 GLIDERS
ASSTD DESIGNS JUMBO
BAG RED RETROSPOT
ASSORTED COLOUR BIRD
ORNAMENT WHITE
HANGING HEART T-LIGHT
HOLDER
POPCORN HOLDER PACK
OF 12 LONDON TISSUES
BROCADE RING PURSE
PACK OF 72 RETROSPOT
CAKE CASES VICTORIAN
GLASS HANGING T-LIGHT
PACK OF 60 PINK PAISLEY
CAKE CASES

Details



Bar chart shows United Kingdom is our top customer.

Next Steps

There were high figures for unit price and sales. An investigation is required to solve this issue.