

# E-commerce Sales Data Analysis

## Key Insights

1. Total Sales is ~ \$2.30M
2. Total Profit is \$0.29M
3. Total Profit Margin is 12.47%
4. Total Order is 9.9K
5. In 2011 –
  - a. Maximum Sales is in the Consumer Segment in West Region is \$89.77K in the month of September.
  - b. Maximum Profit is in the Consumer Segment in west Region is \$11.12K
  - c. Category wise Sales (%) is in the home office Segment in Technology category with 74.18% of sales.
  - d. Category wise profit is in the Consumer Segment in the technology category in East region with \$7.72K profit.
  - e. State wise Maximum sales is in the East region in New York city with \$10.7K Sales.
6. In 2012 –
  - a. Maximum Sales is in the Consumer Segment in East Region is \$85.03K in the month of December.
  - b. Maximum Profit is in the Consumer Segment in west Region is \$10.93K.
  - c. Category wise Sales (%) is in the Corporate Segment in Technology category in central section with 58.95% of sales.
  - d. Category wise profit is in the Consumer Segment in the technology category in East region with \$6.73K profit.
  - e. State wise Maximum sales is in the East region in New York city with \$10.44K Sales.

**7. In 2013 –**

- a. Maximum Sales is in the Consumer Segment in West Region is \$107.49K in the month of March.**
- b. Maximum Profit is in the Consumer Segment in west Region is \$21.69K.**
- c. Category wise Sales (%) is in the Home Office Segment Technology category in East section with 53.84% of sales.**
- d. Category wise profit is in the Consumer Segment in the technology category in West region with \$11.53K profit.**
- e. State wise Maximum sales is in the West region in California city with \$11.04K Sales.**

**8. In 2014 –**

- a. Maximum Sales is in the Consumer Segment in East Region is \$85.03K in the month of December.**
- b. Maximum Profit is in the Consumer Segment in west Region is \$10.93K.**
- c. Category wise Sales (%) is in the Corporate Segment in Technology category in central section with 58.95% of sales.**
- d. Category wise profit is in the Consumer Segment in the technology category in East region with \$6.73K profit.**
- e. State wise Maximum sales is in the East region in New York city with \$10.44K Sales.**