

**Tech Saksham**

**Capstone Project Report**

**“E- COMMERCE SALES ANALYSIS”**

**“VARUVAN VADIVELLAN INSTITUTE OF TECHNOLOGY”**

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**OUTLINE**

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**Problem statement**

* The best-selling product in an e-commerce sales analysis would depend on the specific problem statement and the data available. Without that information, it's challenging to determine the single best-selling product.
* However, you could analyse sales data to identify trends, popular categories, or consistently top-selling items within a given timeframe.

**PROPOSED SYSTEM**

* One method commonly used in e-commerce sales analysis to determine best-selling products is through sales data analysis.
* This involves analyzing sales data to identify which products are selling the most in terms of quantity or revenue.

Additionally, using techniques such as data visualization and statistical analysis can help uncover patterns and trends in sales data, further refining insights into the best-selling products

**ALGORITHM**

**Visualization and statistical analysis for algorithm:**

* Data Preparation: Collect or generate data relevant to the algorithm's performance. This could include input data, output data, and any relevant metrics or measurements
* Visualization: - Plot the input data, if applicable, to understand its distribution and characteristics. - Visualize the algorithm's output or results.
* Statistical Analysis: - Calculate descriptive statistics such as mean, median, standard deviation, etc., for relevant variables.

Evaluation: - Evaluate the algorithm's performance using appropriate metrics. For example, if it's a machine learning algorithm, you might use metrics like accuracy, precision, recall, F1-score, etc

. **Deployment**

* Cloud hosting services: Platforms like Amazon Web Services (AWS), Microsoft Azure, and Google Cloud Platform (GCP) offer various deployment services, including virtual servers, databases, and storage solutions.
* E-commerce platforms: Software platforms such as Shopify, WooCommerce (for WordPress), and Magento are popular choices for businesses looking to deploy their online stores.
* Content delivery networks (CDNs): Services like Cloudflare, Akamai, and Amazon CloudFront are essential for accelerating website loading times and delivering content efficiently.
* Deployment automation tools: Tools like Ansible, Puppet, and Chef are used for automating the deployment and management of software applications across different environments.
* Continuous integration and continuous deployment (CI/CD) tools: Platforms like Jenkins, GitLab CI/CD, and CircleCI facilitate the automation of software testing and deployment processes.

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**CONCLUSION**

* In conclusion, the best-selling product in our e-commerce sales analysis is [insert product name].
* Its popularity and strong sales performance indicate a high demand among our customers, making it a key driver of revenue and growth in our business.

**FUTURE SCOPE**

* Predicting the best-selling product in the future scope of e-commerce sales analysis depends on various factors such as market trends, consumer preferences, emerging technologies, and economic conditions.
* However, products related to technology, health and wellness, sustainable living, and convenience are likely to continue dominating e-commerce sales.
* Conducting thorough market research and staying updated on consumer behavior can help identify potential best-selling products in the future.

**REFERENCES**

* The best-selling product in references for e-commerce sales analysis typically varies based on the platform, industry, and target audience.
* However, popular reference products often include books, educational materials, software, and digital resources such as online courses or tutorials.

These products cater to individuals seeking knowledge, guidance, or information on specific topics