

This dataset is based on an e-commerce firm in the USA. You are to glean out insights from the data. You can also add to the features(columns), if you deem certain metrics meaningful.

Here are a couple of hints. Your task isn't limited to these hints.

- You could majorly extract the states only from the address and work with that. i.e an additional feature having the states extracted (Texas, Portland, etc)
- You could find the peak period with respect to sales and/or number of orders received, and relate it to the state(s) and/or kinds of products.
- Insights with respect to sales.
- Also, visualization would be required.
- Apply statistical concepts, try to know if certain outcomes in a particular feature have certain effects on the outcomes of a different feature. i.e look into correlation, one way anova etc.
- Predictive analytics is an advantage (if you get quite comfortable with the concepts) but not a compulsory requirement.

Caught my drift? This is a blank cheque. You are limited by your imagination or the things you classify as meaningful insights.

When done, a presentation would be made to me and a few questions would be asked, but I'd suggest you practice how you would present the project(This would help as you might be required to do this regularly in the work environment).

I strongly encourage collaboration but no notebook should be an **exact** replica of another.

Cheers!