

Project Name:

Sales data Analysis of an E-commerce platform

Aim:

The primary goal is to provide actionable insights into the e-commerce landscape, pinpointing areas for enhancement and growth through comprehensive analysis.

Data:

Sales data:

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
1	customer	customer	customer	category	product	n	customer	customer	customer	customer	customer	customer	customer	customer	customer	customer	customer	customer	customer	customer	customer	
2	C_ID_458	Mary	Fuller	Office Sup	Xerox 191	Corporate	New Roch	New York	United Sta	East	Shipping	oi	11-05-2022	Q_ID_300	11-07-2022	Second	Cl	2	2	35	500	5
3	C_ID_449	Alan	Edelman	Office Sup	#6 3/4 Gur	Corporate	Houston	Texas	United Sta	Central	Shipping	ci	20-06-2022	Q_ID_300	23-06-2022	Second	Cl	2	3	85	500	5
4	C_ID_708	Mary	Gayman	Office Sup	Belkin 8 Oi	Consumer	Louisville	Kentucky	United Sta	South	Late	deliv	25-06-2022	Q_ID_304	30-06-2022	Standard	C	4	5	75	44	5
5	C_ID_331	Raymond	Eason	Office Sup	GBC VeloB	Corporate	Chicago	Illinois	United Sta	Central	Late	deliv	10-06-2022	Q_ID_306	10-10-2022	Second	Cl	2	4	60	254	1
6	C_ID_583	Mary	Gonzalez	Furniture	Eldon Pizz	Home Offi	Philadelph	Pennsylvas	United Sta	East	Late	deliv	02-05-2022	Q_ID_306	08-01-2022	First	Class	1	2	125	500	1
7	C_ID_345	Joe	Leatherbo	Office Sup	Hoover 5h	Home Offi	Columbia	South Car	United Sta	South	Shipping	oi	24-06-2022	Q_ID_307	28-06-2022	Standard	C	4	4	80	500	2
8	C_ID_568	Mary	Etezadi	Office Sup	Rogers Hai	Home Offi	Henderson	Kentucky	United Sta	South	Advance	sl	07-10-2022	Q_ID_300	16-04-2022	Standard	C	4	3	45	299.98	5
9	C_ID_516	Andrea	O'Briant	Office Sup	Dixon Pra	Corporate	Athens	Georgia	United Sta	South	Shipping	oi	26-01-2022	Q_ID_300	30-01-2022	Standard	C	4	4	45	299.98	5
10	C_ID_605	Mary	Etezadi	Office Sup	Ibico Hi-Te	Home Offi	Henderson	Kentucky	United Sta	South	Shipping	oi	09-03-2022	Q_ID_300	09-07-2022	Standard	C	4	4	48	299.98	5
11	C_ID_552	Mary	Etezadi	Office Sup	Alliance Su	Home Offi	Henderson	Kentucky	United Sta	South	Late	deliv	19-03-2022	Q_ID_300	25-03-2022	Standard	C	4	6	48	299.98	5
12	C_ID_611	Mary	Etezadi	Office Sup	Southwort	Home Offi	Henderson	Kentucky	United Sta	South	Advance	sl	09-11-2022	Q_ID_300	16-06-2022	Standard	C	4	2	48	299.98	5
13	C_ID_504	Richard	Pak	Technolog	Logitech K	Consumer	Madison	Wisconsin	United Sta	Central	Late	deliv	19-06-2022	Q_ID_307	22-06-2022	Second	Cl	2	3	90	42	2
14	C_ID_362	Sarah	Wiener	Furniture	DAX Value	Consumer	Seattle	Washingto	United Sta	West	Late	deliv	11-05-2022	Q_ID_308	11-11-2022	Second	Cl	2	6	27.5	196	5
15	C_ID_526	Eugene	Pryor	Technolog	PowerGen	Home Offi	Yonkers	New York	United Sta	East	Late	deliv	30-04-2022	Q_ID_300	08-02-2022	Standard	C	4	5	0	499.95	2
16	C_ID_524	Mary	Ludtke	Office Sup	Sensible S	Consumer	Yonkers	New York	United Sta	East	Advance	sl	30-05-2022	Q_ID_300	01-06-2022	Standard	C	4	2	20	499.95	2
17	C_ID_521	David	Sundaresa	Office Sup	Acco Four	Consumer	Huntsville	Texas	United Sta	Central	Shipping	oi	03-02-2022	Q_ID_300	05-04-2022	Standard	C	4	4	51	299.98	5
18	C_ID_287	Mary	Seite	Office Sup	Newell 31	Consumer	Laredo	Texas	United Sta	Central	Late	deliv	27-02-2021	Q_ID_300	04-03-2021	Second	Cl	2	5	4.8	119.98	2
19	C_ID_454	Mary	Seite	Technolog	Memorex	Consumer	Laredo	Texas	United Sta	Central	Shipping	oi	28-10-2021	Q_ID_300	30-10-2021	Second	Cl	2	2	0.8	79.98	2
20	C_ID_311	Elizabeth	Jacobs	Furniture	Howard M	Corporate	Springfield	Virginia	United Sta	South	Late	deliv	02-04-2021	Q_ID_300	07-05-2021	Second	Cl	2	6	4	100	2
21	C_ID_457	Katherine	Jacobs	Office Sup	Avery 482	Corporate	Springfield	Virginia	United Sta	South	Shipping	oi	02-11-2021	Q_ID_300	14-01-2021	Second	Cl	2	2	4	79.98	2
22	C_ID_477	Mary	Vernon	Furniture	DAX Value	Consumer	Dover	Delaware	United Sta	East	Late	deliv	01-12-2021	Q_ID_300	15-01-2021	Second	Cl	2	3	9	100	2
23	C_ID_500	Dennis	Dahlen	Furniture	O'Sullivan	Consumer	San Franci	California	United Sta	West	Late	deliv	03-01-2022	Q_ID_300	04-05-2022	Second	Cl	2	5	13	100	2
24	C_ID_361	Mary	DeChenne	Furniture	Global Hig	Consumer	Mount Ple	South Car	United Sta	South	Shipping	oi	09-11-2021	Q_ID_300	16-06-2021	Second	Cl	2	2	15.3	89.98	2
25	C_ID_412	Frances	Dahlen	Office Sup	4009 High	Consumer	San Franci	California	United Sta	West	Late	deliv	27-08-2021	Q_ID_300	01-09-2021	Second	Cl	2	5	19.79	109.94	2
26	C_ID_320	Alice	Moore	Office Sup	Avery Met	Consumer	Newark	Ohio	United Sta	East	Late	deliv	16-04-2021	Q_ID_300	22-04-2021	Second	Cl	2	6	2.4	119.98	2
27	C_ID_347	Kyle	Selesnick	Office Sup	3-ring stap	Corporate	Bossier Cit	Louisiana	United Sta	South	Late	deliv	25-05-2021	Q_ID_300	29-05-2021	Second	Cl	2	4	24	119.98	2
28	C_ID_440	Brenda	Selesnick	Office Sup	Brown Kra	Corporate	Bossier Cit	Louisiana	United Sta	South	Shipping	oi	13-04-2021	Q_ID_300	13-06-2021	Second	Cl	2	2	36	299.97	3
29	C_ID_464	Frank	Selesnick	Office Sup	Staple env	Corporate	Bossier Cit	Louisiana	United Sta	South	Late	deliv	14-08-2021	Q_ID_300	16-11-2021	Second	Cl	2	5	6	119.97	3
30	C_ID_465	Johnny	Moore	Office Sup	Xerox 192	Consumer	Newark	Ohio	United Sta	East	Late	deliv	14-11-2021	Q_ID_300	19-11-2021	Second	Cl	2	5	1.98	65.97	3
31	C_ID_484	Mary	Selesnick	Office Sup	Fellowes S	Corporate	Bossier Cit	Louisiana	United Sta	South	Late	deliv	15-08-2021	Q_ID_300	16-12-2021	Second	Cl	2	5	16.31	95.97	3

Region Data:

	A	B	C	C
1	state	latitude	longitude	name
2	AK	63.588753	-154.493062	Alaska
3	AL	32.318231	-86.902298	Alabama
4	AR	35.20105	-91.831833	Arkansas
5	AZ	34.048928	-111.093731	Arizona
6	CA	36.778261	-119.417932	California
7	CO	39.550051	-105.782067	Colorado
8	CT	41.603221	-73.087749	Connecticut
9	DC	38.905985	-77.033418	District of Columbia
10	DE	38.910832	-75.52767	Delaware
11	FL	27.664827	-81.515754	Florida
12	GA	32.157435	-82.907123	Georgia
13	HI	19.898682	-155.665857	Hawaii
14	IA	41.878003	-93.097702	Iowa
15	ID	44.068202	-114.742041	Idaho
16	IL	40.633125	-89.398528	Illinois
17	IN	40.551217	-85.602364	Indiana
18	KS	39.011902	-98.484246	Kansas
19	KY	37.839333	-84.270018	Kentucky
20	LA	31.244823	-92.145024	Louisiana
21	MA	42.407211	-71.382437	Massachusetts
22	MD	39.045755	-76.641271	Maryland
23	ME	45.253783	-69.445469	Maine
24	MI	44.314844	-85.602364	Michigan
25	MN	46.729553	-94.6859	Minnesota
26	MO	37.964253	-91.831833	Missouri
27	MS	32.354668	-89.398528	Mississippi
28	MT	46.879682	-110.362566	Montana
29	NC	35.759573	-79.0193	North Carolina
30	ND	47.551493	-101.002012	North Dakota
31	NE	41.492537	-99.901813	Nebraska

PowerBi Desktop:

