**Project 6: Analyzing Bookstore Sales with Python**

📋 **Scenario**

We are Data Analyst consultants assigned to the **Marketing Department** at **Lapage**, a well-known generalist online bookstore. Due to the success of certain products and strong customer interest, the company launched an e-commerce website. We were brought in to help assess performance after two years of operations.

🎯 **Objectives**

Build a **usable dataset** from the original source files and perform a **comprehensive analysis**: key figures, KPIs, graphs, etc.

We also conduct several **statistical tests** to verify the correlation between different variables related to customer profiles.

🔧 **Tools Used**

• **Pandas**: Data import, preparation, and cleaning

• **Pandas and Matplotlib**: Analysis and visualizations

• **SciPy**: Statistical testing (e.g., correlations between customer profiles and behaviors)

🎓 **Skills Acquired**

• Performing **statistical tests**

• Conducting **bivariate analysis** to interpret data

• Analyzing **time series data**