**About Dataset**

The dataset contains 2022 and 2023 global mart sales dataset.

**Problem Statement**

As in our e-commerce business, we're focused on understanding and improving key areas to boost our performance and growth. Here are our main concerns:

1. **Monthly Revenue Variations**: Our sales change a lot from month to month. We need to figure out why this happens so we can plan better promotions and marketing activities.
2. **Customer Purchase Patterns**: Some customers spend more than others. We need to learn more about these high-spenders and find ways to encourage everyone to increase their order sizes.
3. **Weekend Sales**: Many of our orders come in on weekends. We should explore ways to make the most of this by enhancing our weekend promotions.
4. **Top-Performing Products**: Some product categories sell better than others. We need to identify these top performers and focus our resources on promoting them and managing their stock effectively.
5. **Customer Retention**: Most customers only make one purchase. We need strategies to encourage repeat purchases and build customer loyalty.
6. **Weekday Sales Trends**: Sales drop on certain weekdays. We need to understand why and develop strategies to boost sales on these days.
7. **Key Customers**: A small number of customers contribute a large portion of our revenue. We should focus on maintaining these relationships while also trying to attract more high-value customers.
8. **Order Timing**: The timing of orders, especially during certain hours, seems to affect sales. We should time our promotions to match these buying patterns.
9. **Product Demand and Inventory**: High-demand products like 'Binders' and 'Chairs' need better stock management to avoid running out or overstocking less popular items.
10. **Customer Segmentation**: We might not be fully utilizing personalized marketing. We need to better segment our customers and tailor our marketing efforts to their specific needs.

Addressing these concerns will help us improve sales, enhance customer satisfaction, and ensure the long-term success of our business.

**Steps for the project:**

* Data preparation via Jupyter Notebook(Python).
  + Cleaning
  + Pre-processing
  + Transforming
* Data analysis via SQL.