EXP 1. E-Commerce Data Report

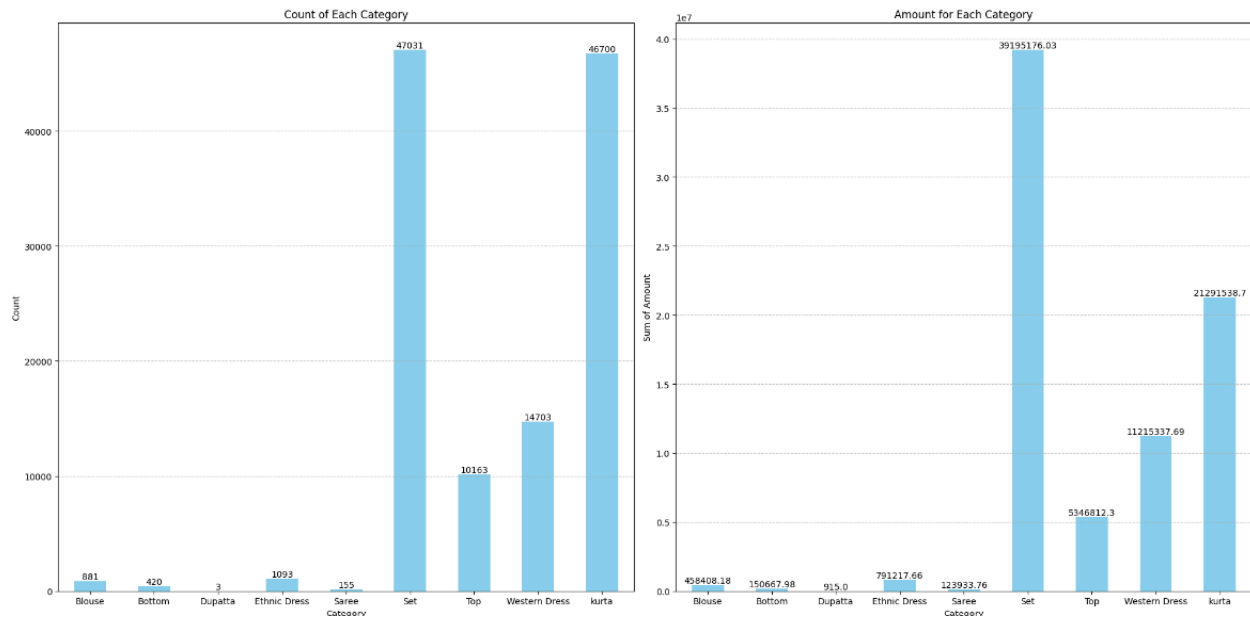| Name	Harshal Chawan
UID	2021300019
Dataset	E-Commerce
Experiment no.	1

Dataset link-

https://www.kaggle.com/datasets/thedevastator/unlock-profits-with-e-commerce-sales-data
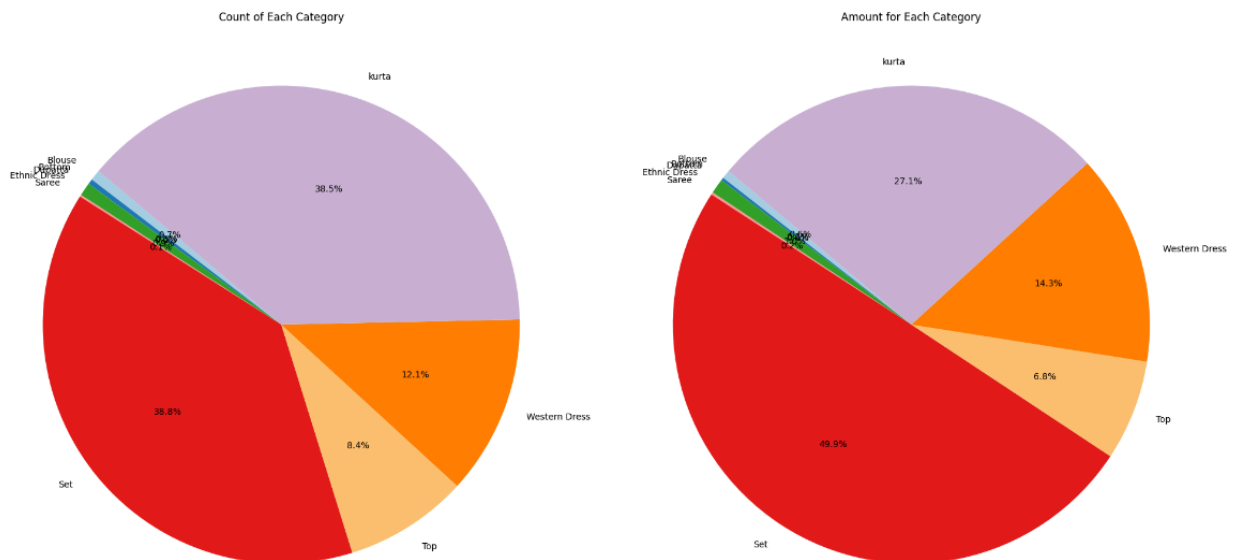
Dataset Description-

This dataset provides detailed insights into Amazon sales data, including SKU Code, Design Number, Stock, Category, Size and Color, to help optimize product profitability

Category: Type of product. (String)
Size: Size of the product. (String)
Date: Date of the sale. (Date)
Status: Status of the sale. (String)
Fulfilment: Method of fulfillment. (String)
Style: Style of the product. (String)
SKU: Stock Keeping Unit. (String)
ASIN: Amazon Standard Identification Number. (String)
Courier Status: Status of the courier. (String)
Qty: Quantity of the product. (Integer)
Amount: Amount of the sale. (Float)
B2B: Business to business sale. (Boolean)
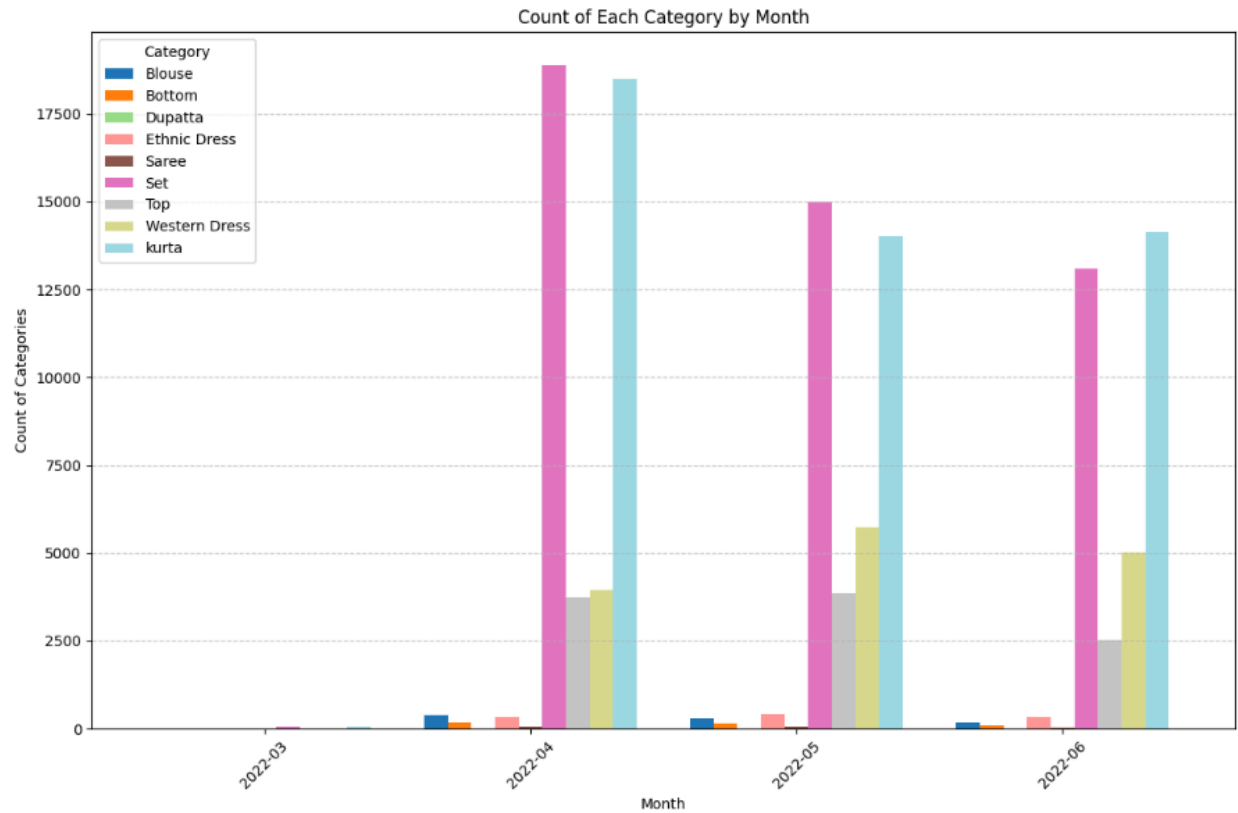Currency: The currency used for the sale. (String)

Report-

Q. What can be inferred from the Total Sales and Total Revenue from each category bar graph?
The sale of sets and kurtas is way higher to all other items. The sale of dupatta is negligible in the given 3 months. The revenue is proportional to the number sales except for sets where, despite the sale of sets being equal to the sale of kurtas, the revenue from sets is almost twice from kurta.
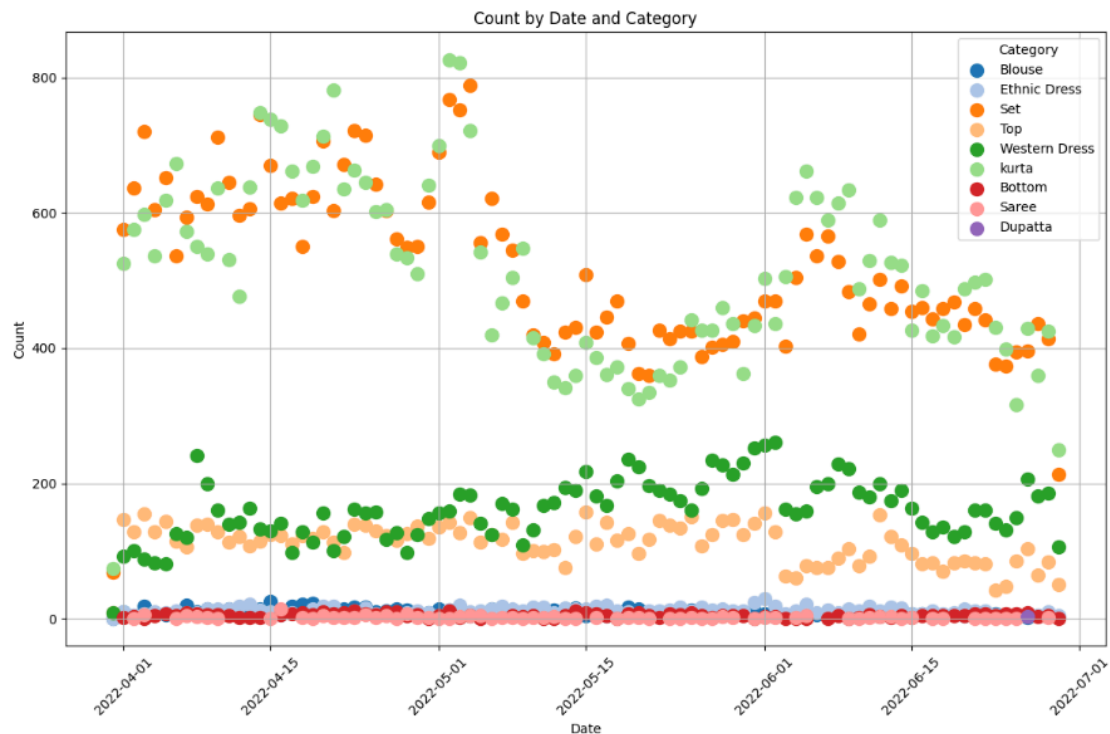

Q. What can be inferred from the Total Sales and Total Revenue from each category pie chart?
The above chart shows the same data but in percent form showing that the sale of sets incorporates close to 39% total sales and 50% of the total revenue of the company.
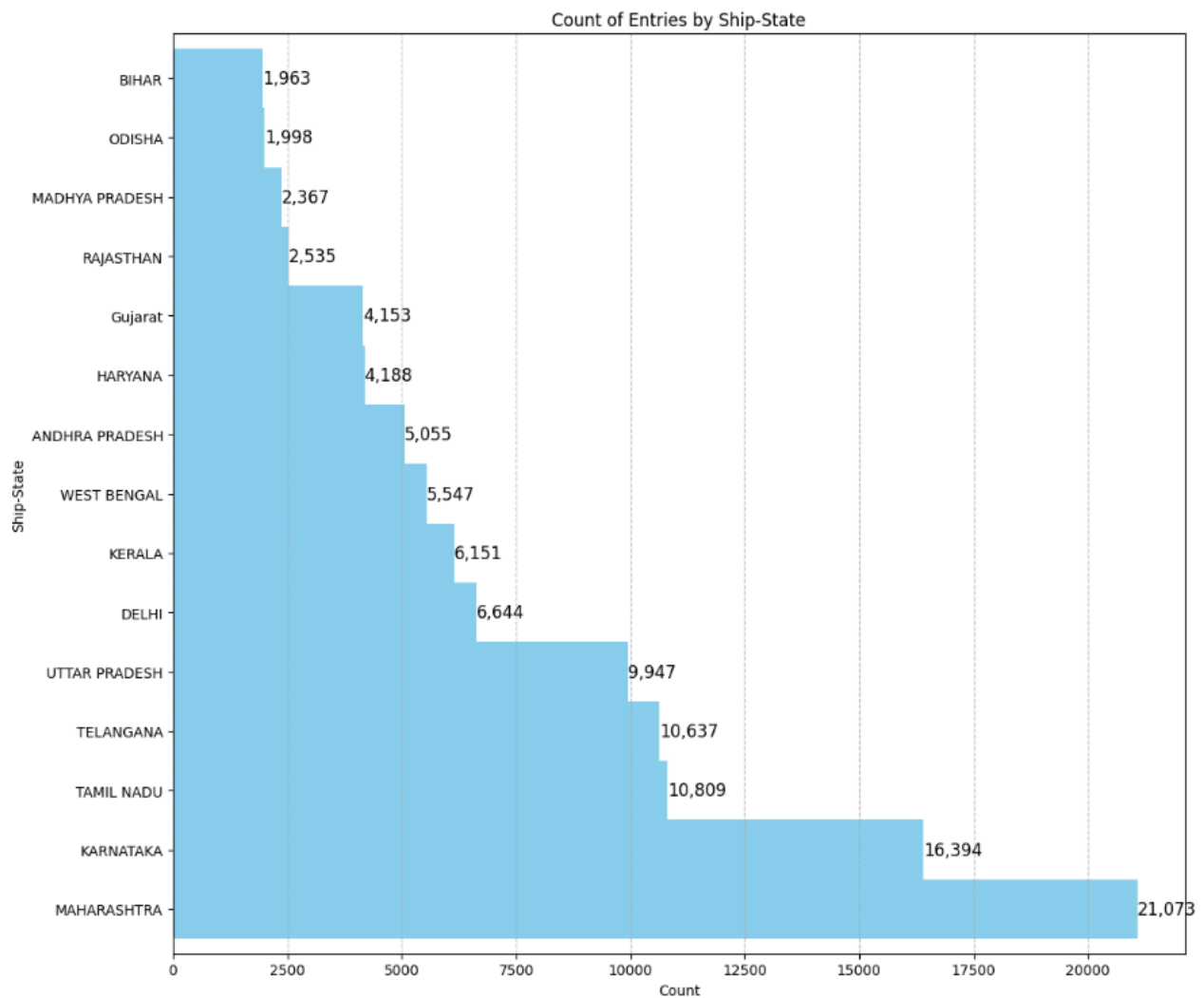
Count of Each Category by Month

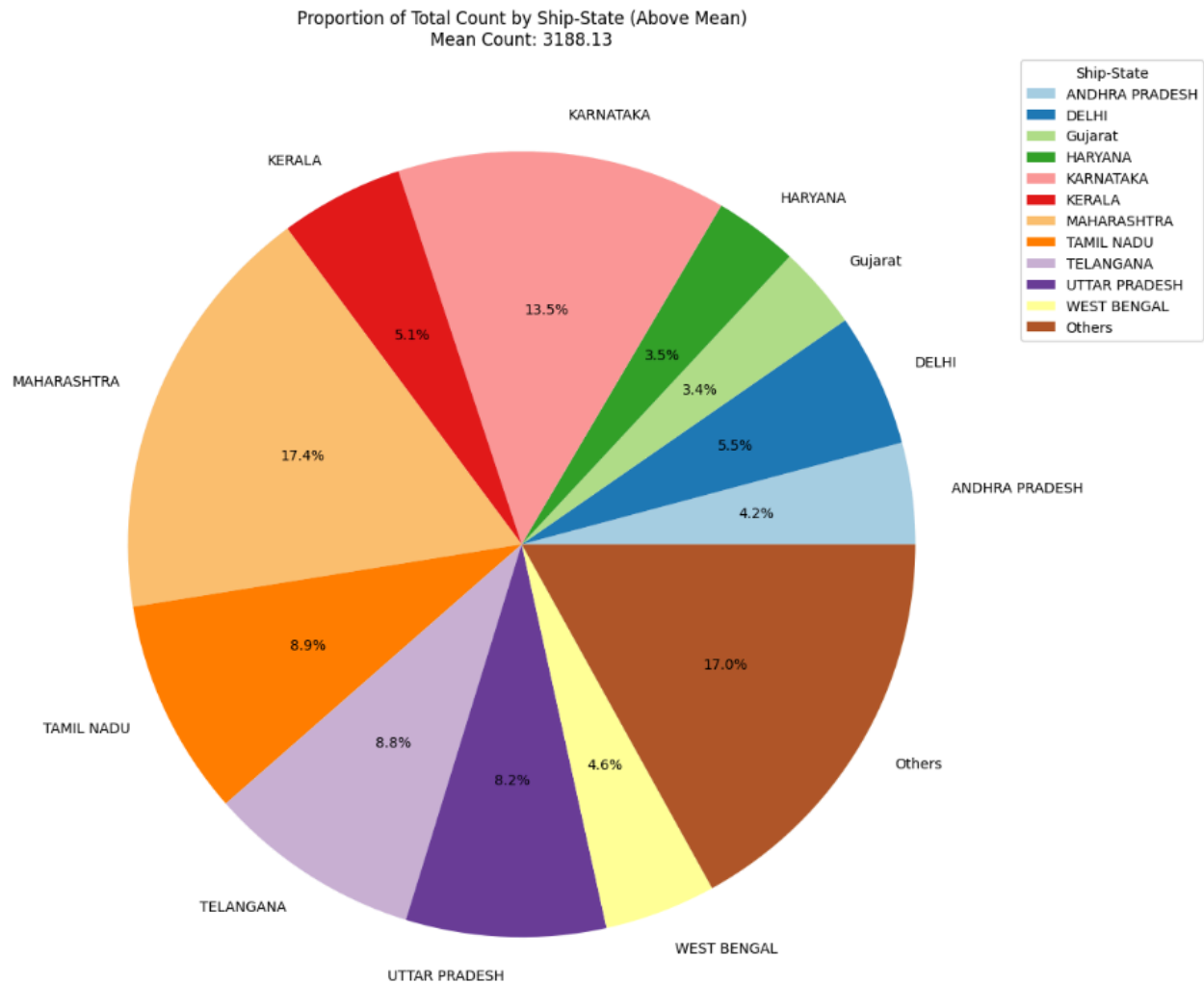Q. What can be inferred from the Total Sales for each category divided according to the month bar graph?
The graph shows sales of kurtas and sets peak in April whereas the sale of tops and western dresses peak in May. The sale of kurtas is greater than the sales of sets in June.

Count by Date and Category

Q. What can be inferred from the Total Sales for each category timeline scatter plot?
The plot shows stable sales for all items except sets and kurtas. The sale of kurtas and sets increases at the start of May, and June and then drops down for the rest of the month.
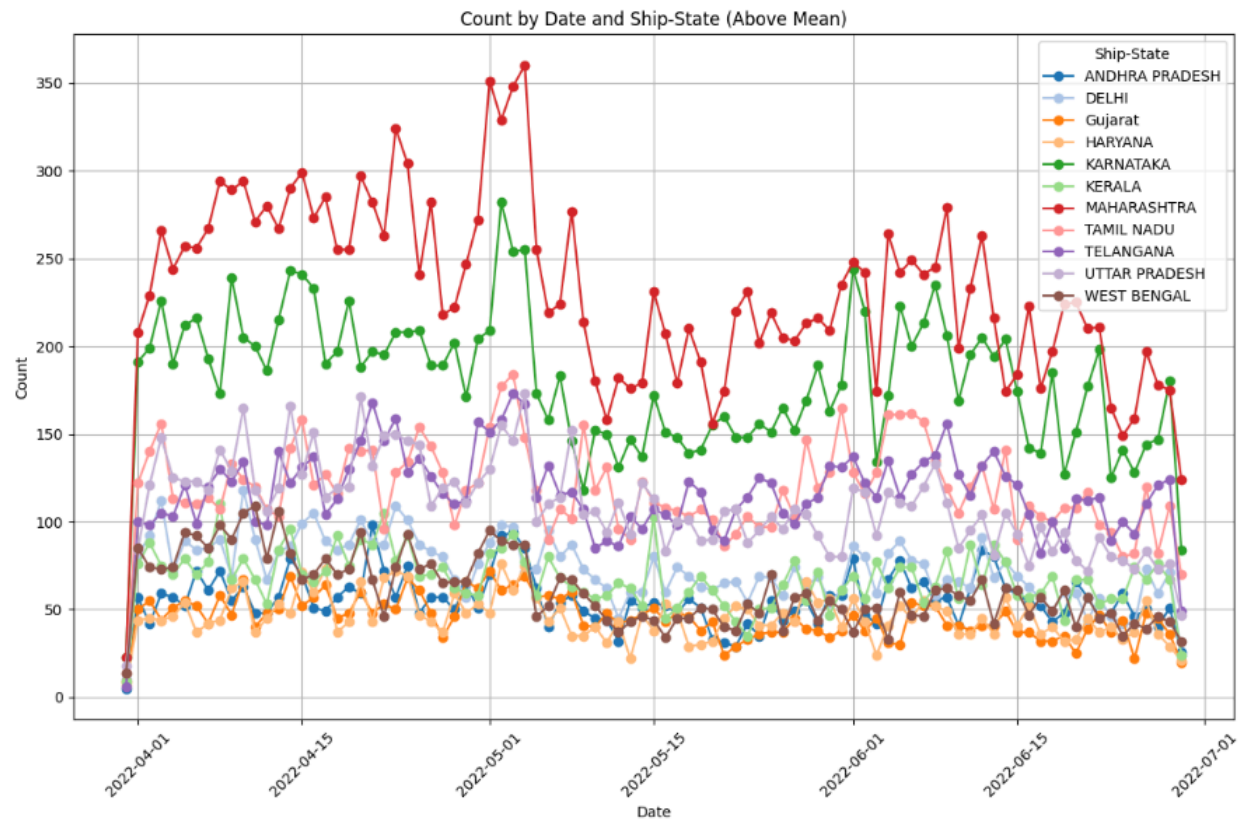
Count of Entries by Ship-State

Q. What can be inferred from the Total Sales from each state bar graph?
The graph shows the top 15 states that contribute to the sales of the company with Maharashtra being the biggest contributor with Karnataka, Tamil Nadu, Telangana, and Uttar Pradesh being closely behind.

Proportion of Total Count by Ship-State (Above Mean)
Mean Count: 3188.13

Q. What can be inferred from the Total Sales from each state pie chart?
The above pie chart shows states that contribute to the sales of the company with the states whose sales lies below the mean grouped together as "others".

Count by Date and Ship-State (Above Mean)

Q. What can be inferred from the Total Sales for each state timeline scatter plot?
The above timeline scatter plot shows the timeline of sales of the company with the states.