UNDERSTANDING THE DATASET

TEAM ID: PNT2022TMID05534

PROJECT NAME: Global Sales Data Analytics

Context

☐ Today's trend is to do all of your shopping online. This COVID makes it difficult to just wander into a store and buy whatever you want. I am working to comprehend a few concepts like

Consumer Analysis

• Calculate the frequency of purchases for each consumer to build a profile of the customers based on their buying habits.

Are clients who purchase from you frequently generating more money?

• What is the profit margin for each of the buckets to determine if they are likewise profitable.

• Identifying the most lucrative consumer niche each year.

How are the customers spread out among the various nations?

Product Analysis

• Which country has the highest sales?

• What are the top five profitable product categories each year?

• How is the cost of the goods?

• How do sales affect the product's price?

• Does the drop in price have any effect on sales on a daily basis?

• What is the nationwide average delivery time-bar plot?

• I'll continue to update the analysis.

Content

☐ The rows you see when you download the file contain information about online orders placed by people all across the world between January 1, 2011, and December 31, 2014. With the exception of the postal code, which you can omit if necessary, none of the other columns have any missing data.