Global Sales Data Analytics

UNDERSTANDING THE DATASET

Context

Shopping online is currently the need of the hour. Because of this COVID, it's not easy to walk in a store randomly and buy anything you want. I this I am trying to understand a few things like

Customers Analysis

Profile the customers based on their frequency of purchase - calculate frequency of purchase for each customer

Do the high frequent customers are contributing more revenue

Are they also profitable - what is the profit margin across the

buckets Which customer segment is most profitable in each year.

How the customers are distributed across the countries- -

Product Analysis

Which country has top sales?

Which are the top 5 profit-making product types on a yearly basis

How is the product price varying with sales - Is there any increase in sales with the decrease in price at a day level

What is the average delivery time across the counties - bar plot I

will keep updating the analysis.

data link: https://www.kaggle.com/apoorvaappz/global-super-store-dataset