UNDERSTANDING THE DATASET

Context

These days, online shopping is essential. It's difficult to enter a store haphazardly and purchase anything you want because of COVID-19. I'm attempting to comprehend a few key concepts, such as the relationship between product supply and demand.

Customer Research

Calculate the frequency of purchases for each consumer to create a profile of the customers.
Do very regular consumers generate greater income?
Do they also have a profit margin across all of the buckets? which consumer group is the most lucrative each year.

Product Research

Which nation has the best sales?
What are the top five profitable product categories each year?
How does the product's pricing change in relation to sales? 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 the online orders placed by customers around the world. Except for the postal code, which you can omit if necessary, none of the other columns have any missing values.