

## **UNDERSTANDING THE DATASET**

Team ID	PNT2022TMID05132
Project Name	GLOBAL SALES DATA ANALYTICS

### **Context:**

These days, online shopping is essential. It is difficult to just stroll into a store at random and buy whatever you want because of COVID. I am trying to comprehend a few things, including

### **Customer Analysis:**

- ❖ Calculate the frequency of purchases for each customer to create a profile of the customers.
- ❖ Do highly frequent customers generate more income?
- ❖ Do they also have a profit margin across all of the buckets? which customer group is the most lucrative each year?
- ❖ How are the customers spread out across the various nations?

### **Product Analysis:**

- ❖ What country has the highest sales?
- ❖ What are the top five profitable product categories each year?
- ❖ How do sales affect the product's price?
- ❖ Does the drop in price have any effect on sales daily?
- ❖ What is the national wide 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 over the world between January 1, 2011, and December 31, 2014. Except for the postal code, which you can omit, if necessary, none of the other columns have any missing values.