UNDERSTANDING THE DATASET

Team ID	PNT2022TMID15651
Project Name	Global Sales Data Analytics

Context:

Online buying is becoming a need. Because of COVID, it's challenging to randomly enter a store and purchase whatever you want. I'm attempting to understand a number of things, including

Customer Analysis:

To build a consumer profile, figure out how often each client makes purchases.
Do consumers that are very loyal to you bring in more money?
Do they also have a profit margin that applies to each bucket separately? which clientele is the most profitable each year. How are the clients distributed throughout the different countries?

Product Analysis:

Which nation has the greatest sales?
Which five product categories are the most successful each year?
How do sales impact the cost of the product? Does the price reduction affect daily sales in any way?
What is the average delivery time across the country (bar graph)? I'll keep revising the analysis.

Content:

When you download the dataset, you will see rows that detail online orders made by people worldwide between January 1, 2011, and December 31, 2014. None of the other columns are lacking any data, with the exception of the postal code, which you are free to omit if required.