PYTHON PROJECT - PRODUCT ANALYSIS

PROJECT SUMMARY

This project involves product analysis using Python to study product purchase patterns across different countries. The analysis focuses on identifying the country that purchases the highest number of products based on quantity. Python libraries such as Pandas and Matplotlib were used to analyze the data and visualize country-wise product purchases. The results highlight differences in product demand across regions, helping to identify key markets. This project demonstrates the effective use of Python for data analysis and visualization to support informed decision-making.

OBJECTIVES AND THEIR BENEFITS

1. Analyze Total Cost Contribution by Each Product

- Helps understand which products take more money to produce or manage.

- Makes it easier to control costs and improve efficiency.

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2. Top-Selling Product by Quantity

- Shows which product is sold the most in the project data.

- Helps understand customer demand.

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3. Analyze Revenue and Profit by Product

- Helps identify which products earn the most profit.

- Shows products that are not performing well.

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4. Sales Comparison: Online vs Offline Channels

- Helps understand which sales channel performs better.

- Shows customer preference for online or offline shopping.

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5. Identify the Country with the Highest Product Purchases

- Shows which country contributes the most sales.

- Helps focus business efforts on high-performing regions.

CONCLUSION

This project provides a clear understanding of product sales performance by analyzing cost, sales quantity, revenue, and profit. It helps identify which products contribute the most to costs and which products perform best in terms of sales and profitability. By comparing online and offline sales channels, the project shows customer buying preferences and highlights the more effective sales platform. Additionally, identifying the country with the highest product purchases helps focus business efforts on the most profitable markets. Overall, this analysis supports better decision-making, improved sales strategies, cost control, and future business growth.