KPIs

1. **Sales Trends:**

**Sales Trends Over Time:** Analyze the sales amount over different periods(months, quarters, years) to identify any growth trends, or fluctuations in sales.

1. **Shipping:**

**Ship Mode:** compare the different shipping modes(standard, express, same-day) to determine which shipping method is most commonly used.

**Geographical Analysis:** Explore sales data based on country, state, region and city to identify areas with high and low sales performance. Identify number of customers per state and city.

1. **Product and product category**

**Product Category analysis:** Investigate the sales performance of different product categories(electronics, furniture, office supplies).

**Sub-category insights**: Analyze sales data for sub-categories(laptops, chairs, pens) to identify the top -selling and least -selling products.

**Product Performance:** Analyze the popularity of different products based on their sales amount and determine if any products need to promoted or discounted.

1. **Customer**

**Customer segmentation**: Group customers based on segments(corporate, home office, consumer) and analyze their buying behavior to understand which segments contribute the most to overall sales.

**Customer Loyalty:** Examine the repeat purchase behavior of customers by calculating the frequency of orders and identifying loyal customers.

**Sales by Customer**: analyze the customers in terms total worth of goods they have bought from the store.

**Observations:**

1. 0 nulls
2. Ship date column is of type **object –** converted to **datetime object**