E-Commerce Sales Data Analysis

Practical Type Questions

Client: SwiftMarket

Sales Period: 2023

You are a Data Analyst, expert in analyzing, summarizing and visualizing the data.
One of your clients, an E-commerce giant, wants you to analyze their sales last year.

The following are the questions asked by the client. Prepare a report for them.

1. Provide a visual representation of our annual sales performance over time?

2. The client is interested in understanding how the sales have been fluctuating over time to identify any underlying patterns or anomalies Analyze the trend in our monthly sales using a moving average technique

3. Explore the month-over-month growth rate in sales.

4. identify the top-performing sales representatives based on their total sales volume

5. What are the total sales made by each employee?

6. Which category has the highest total sales?

7. How many customers are there in each state?

8. What is the average quantity of each product sold?

9. Which supplier has the highest total sales?

10. What is the total revenue generated from sales in each state?

11. How many sales were made by each customer?

12. What is the total salary expenditure on employees in each department?

13. Which subcategory has the highest average unit price?

14. What is the total revenue generated from sales in each category?