

# E-Commerce Sales Analysis Report

## 1. Introduction

This report provides an in-depth analysis of E-Commerce sales data. It includes insights into customer segments, product categories, profitability, and regional trends.

## 2. Dataset Overview

The dataset contains **9,994 rows** covering sales from **2012–2015** across multiple regions in the United States.

Key columns include:

- Order Date, Ship Date
- Customer and Segment
- Country, Region, State, City
- Product, Category, Sub-Category
- Sales, Quantity, Discount, Profit

## 3. Key Insights

1. **Top Categories:** Technology and Office Supplies dominate sales.
2. **Profitable Segments:** The Consumer segment generates the most profit.
3. **Regional Performance:** The West region performs best in both sales and profit.
4. **Discount Impact:** Higher discounts negatively affect profitability.
5. **Shipping Mode:** Standard Class is the most common shipping method.

## 4. Conclusion

This analysis highlights profitable segments, categories, and regions, while also identifying areas where high discounts reduce profitability. The insights can guide business strategies such as optimizing discount policies, targeting profitable customer segments, and focusing on strong-performing regions.