

Situation:

We seek to analyze the data, extract insights, and make well-informed judgments based on the findings using sales data from an American e-commerce store.

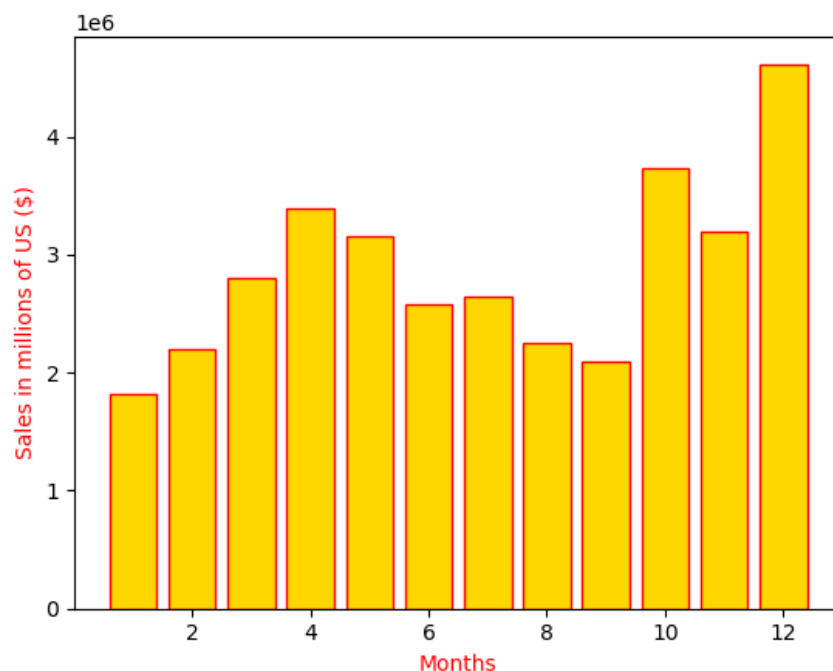
Task:

Using sales data, we must respond to the following questions and offer insights:

1. What was the best sales month, and how much money was made?
2. Exactly which city has the most sales?
3. When should advertisements be displayed online to increase the likelihood that they will be purchased?
4. What goods are most usually purchased in pairs?
5. What elements led to the success of the most popular products, and which ones?

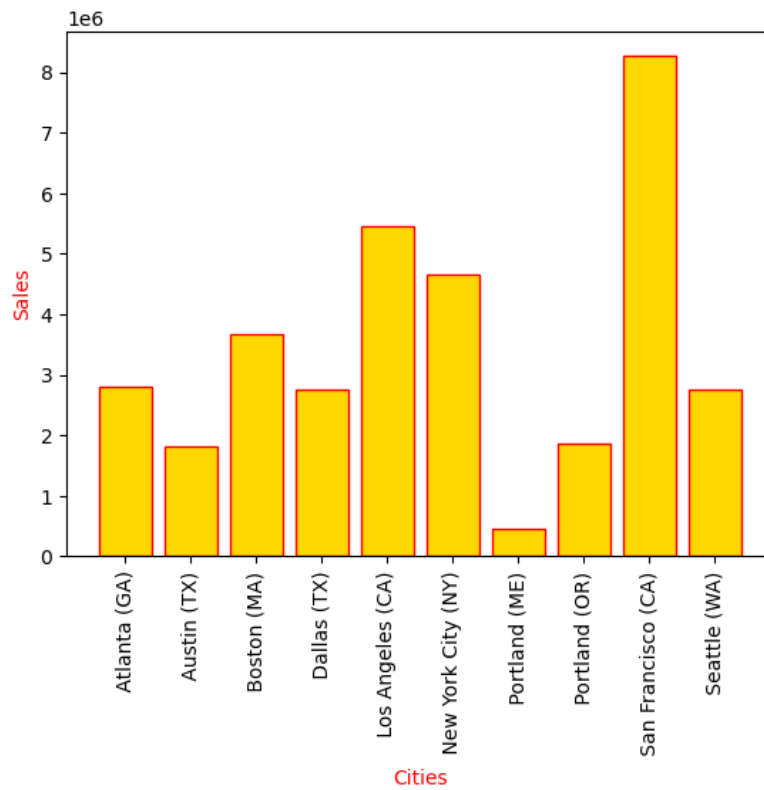
Action:

Data - Order ID, Product, Quantity Ordered, Price Each, Order Date, Purchase Address

The Best Month For Sales:

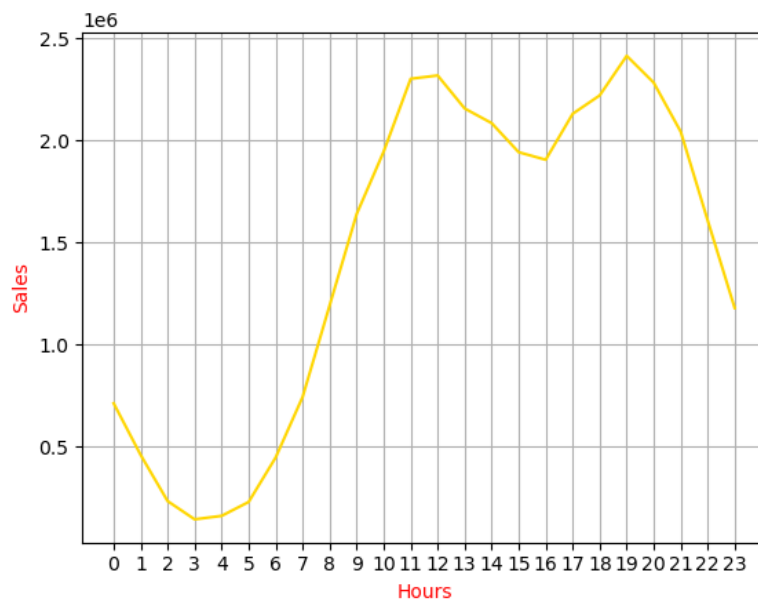
After examining the sales graph, we determined that the 12th, 10th, and 4th months were the most successful in terms of sales. More sales in the 12th month is due to the Christmas Holiday Season, when people buy presents, decorations, food, and drinks, the 12th month stands out. Higher sales were also aided by the year-end clearance deals, which included tempting discounts.

City With The Most Sales:



Los Angeles and San Francisco are the two cities with the most sales. This can be ascribed to San Francisco's booming tech sector, which encourages consumers to buy more technological goods. Spending has increased as a result of factors like rising average incomes.

The Best Time To Advertise Is:



According to sales data, the following hours are when purchases are at their highest levels:

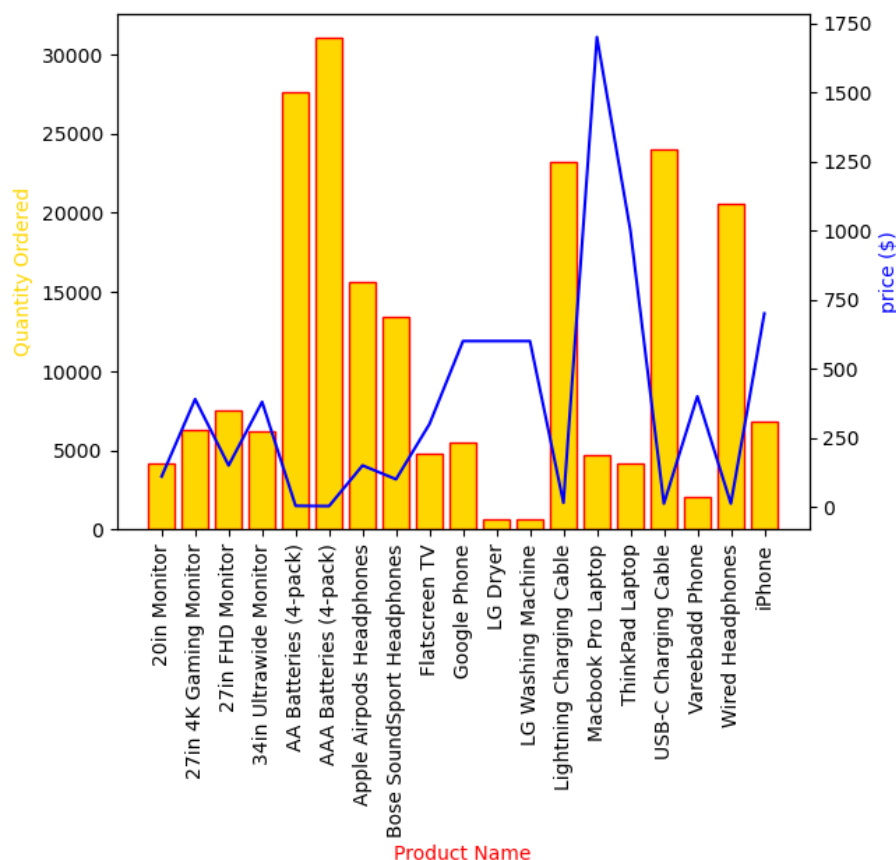
- 19:00 (7:00 PM)
- 12:00 (12:00 PM)
- 11:00 (11:00 AM)
- 18:00 (6:00 PM)
- 20:00 (8:00 PM)

Targeting advertising or promotional efforts during these busy times might increase the likelihood that customers will make purchases.

Products That Are Commonly Offered Together Are:

According to the data, Google Phones and USB-C charging cables are the next most popular pairing, followed by iPhones and Lightning charging cables. This indicates a possibility for cross-selling, where customers buying mobile phones could be encouraged to buy suitable charging cables. So by this, the store can increase their revenue.

Best-Selling Items And Explanations:



The best-selling items, as indicated by the sales graph, are AAA and AA Batteries. Its higher sales are a result of its lower price point and frequent use. Conversely, LG Washing

Machines and Dryers saw fewer sales due to their higher price range, making them unaffordable for middle-class consumers.

so we can see other insights from the above graphs, where the plot shows the price range and the bar shows the sales of each product.

Result:

By analyzing the data, we were able to learn more about the best city, month, and time to advertise as well as the most popular products. These results offer valuable data for decision-making and planning marketing campaigns to increase sales and revenue.