



STERLING E- COMMERCE SALES ANALYSIS

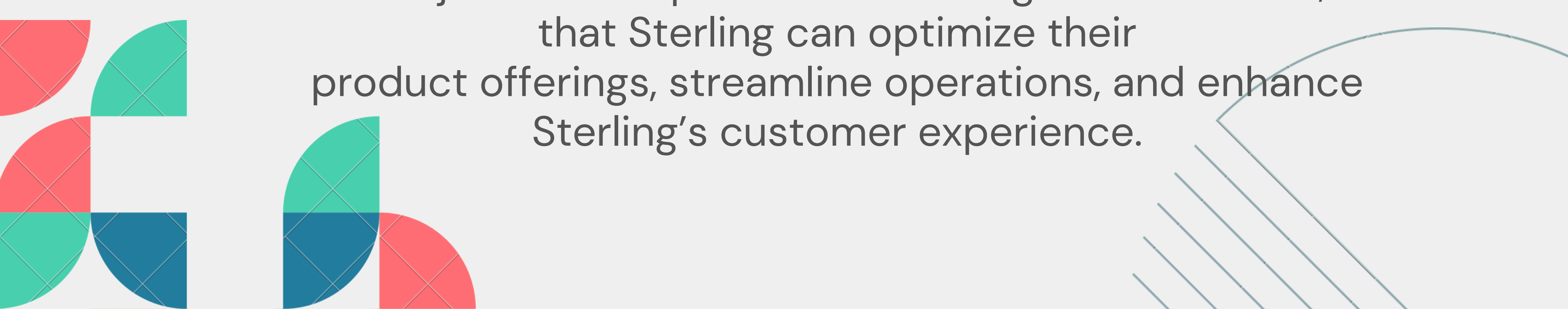
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PROJECT INTRODUCTION

This project analyse customers' needs, preferences, and behavior. Also identify any patterns or trends.

The Project also help in understanding the sales data, so that Sterling can optimize their product offerings, streamline operations, and enhance Sterling's customer experience.

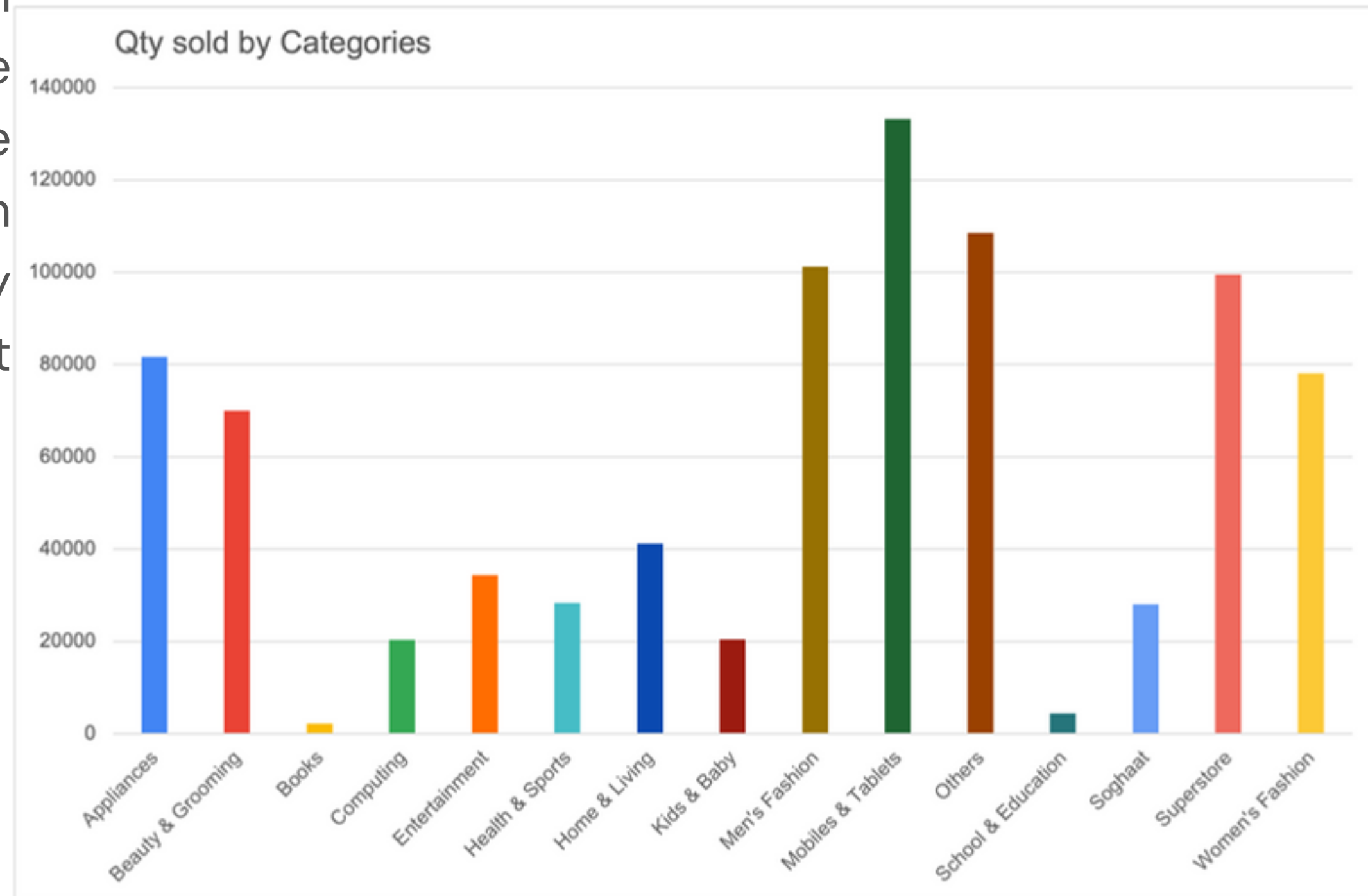


Data Dictionary

- **Category** – The category of goods
- **City** – The city where customers are ordering from
- **County** – The county where customers are ordering from
- **Cust Id** – Customer ID
- **Customer Since** – The date when the customer first order.
- **Date of Order** – The date when the customer placed an order.
- **Full Name** – Customer full name
- **Gender** – (Male, Female)
- **Item Id** – Item ID
- **Order Id** – Order ID
- **Payment Method** – The payment platform the customer used
- **Place Name** – The exact location where the customer are ordering from
- **Ref Num** – Reference Number
- **Region** – The region where the customer are ordering from
- **State** - The state where the customer are ordering from
- **User Name** – The customer's username
- **Zip** – Customer's zip code
- **Qty Ordered** – The quantity of goods ordered
- **Total** – Total amount paid by customer

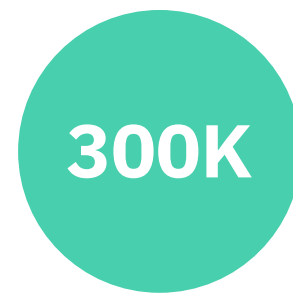
QUANTITY SOLD BY PRODUCT CATEGORIES

By comparing quantity of each product sold by each categories, we could understand that there is more sales in Mobile and tablets which sold over 120k quantity, followed by others and Men fashion. The least category is Books.



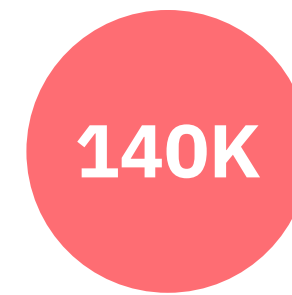
REGIONAL SALES

By comparining the regional sales based on the quantity ordered, We could see that the southern region as more sales comparing with other region with over 300k orders while the Western region as the least with over 140k orders.



300K

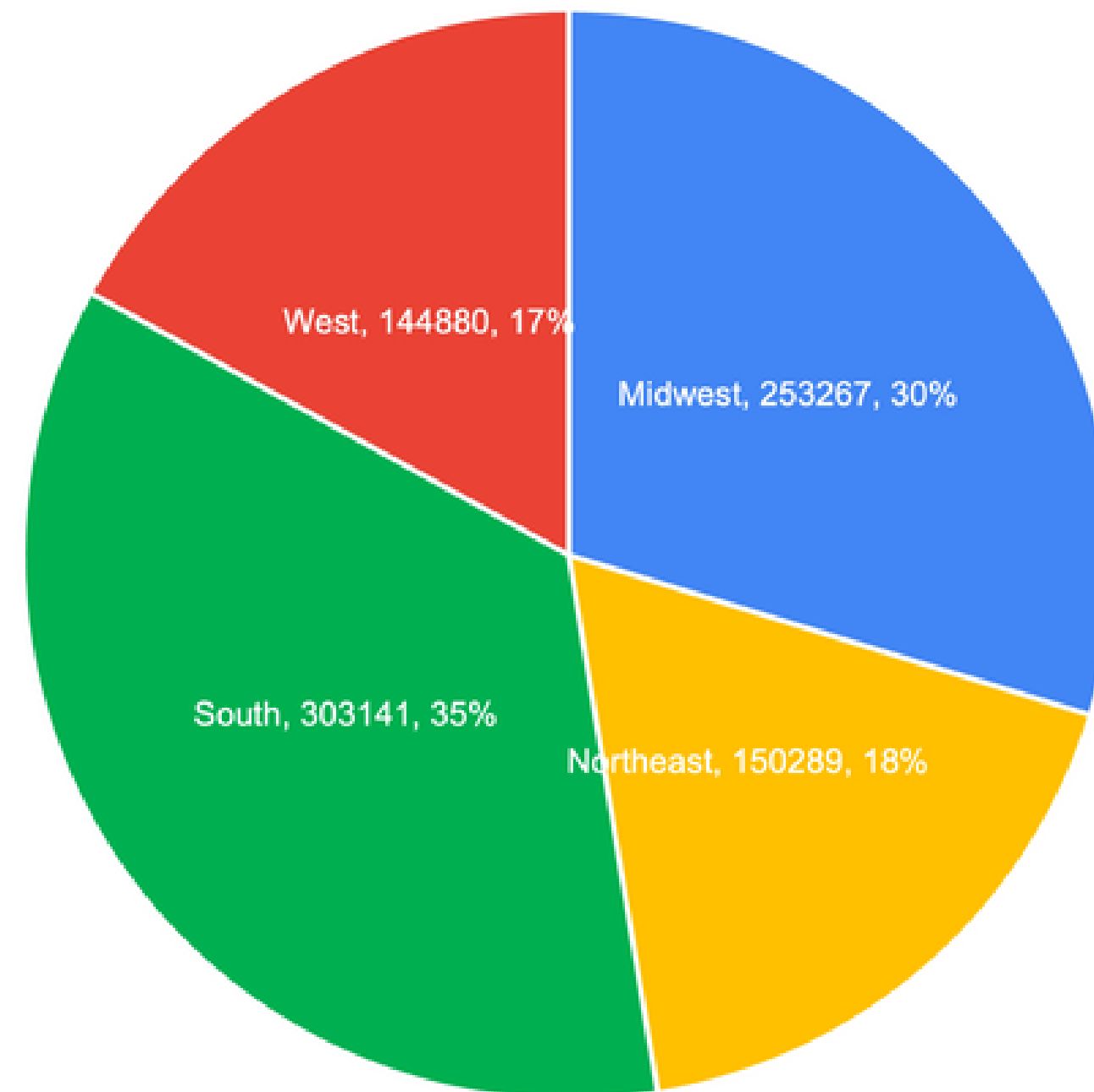
SOUTH REGION



140K

WEST REGION

Qty sold By Region

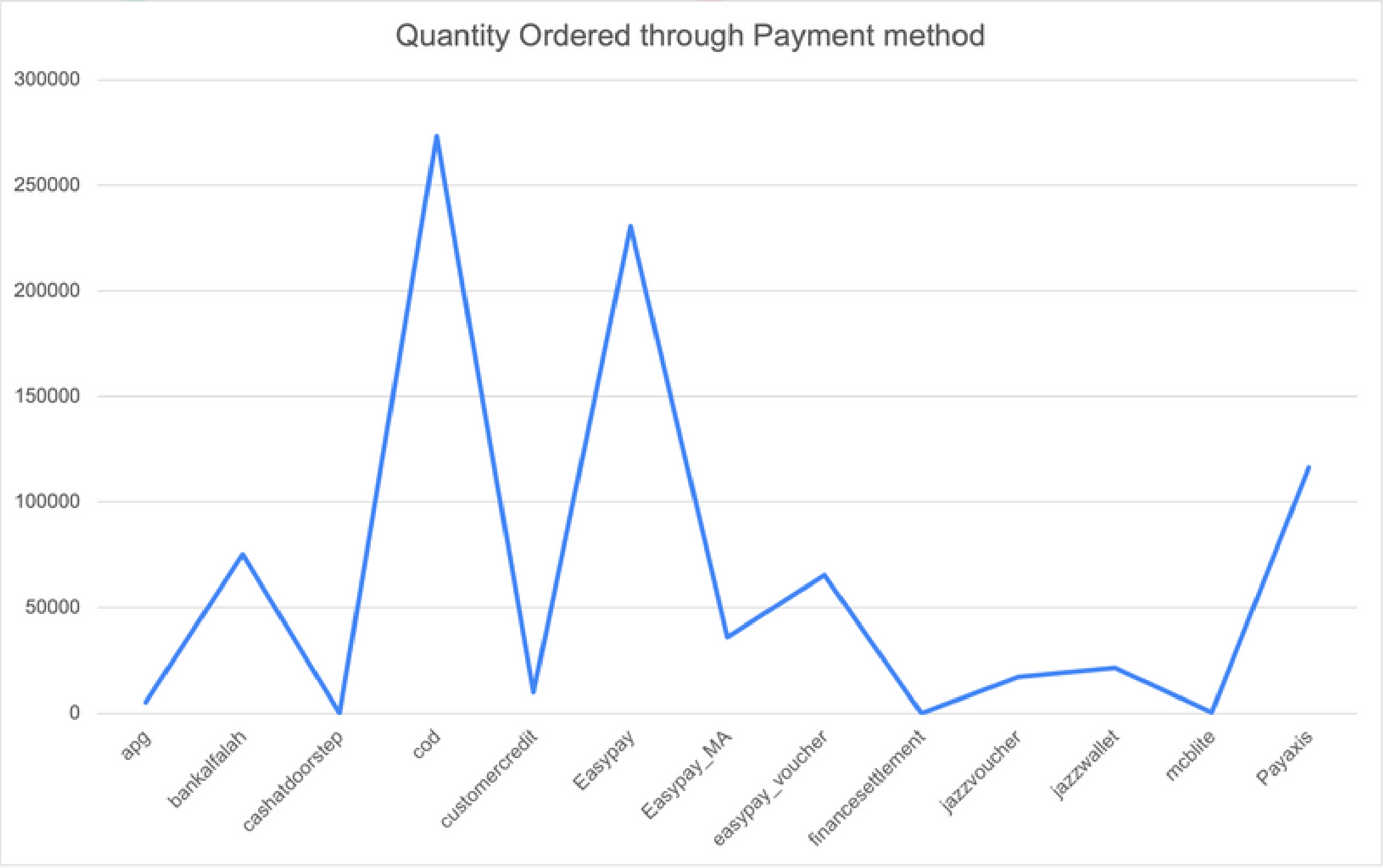


PAYMENT METHOD USED

250K COD PAYMENT

2 FINANCESETTLEMENT

From the analysis from the data provided, we have more customers using the COD payment method compared to other payment method accepeted by the store across the country



GENDER REPORT

+440K

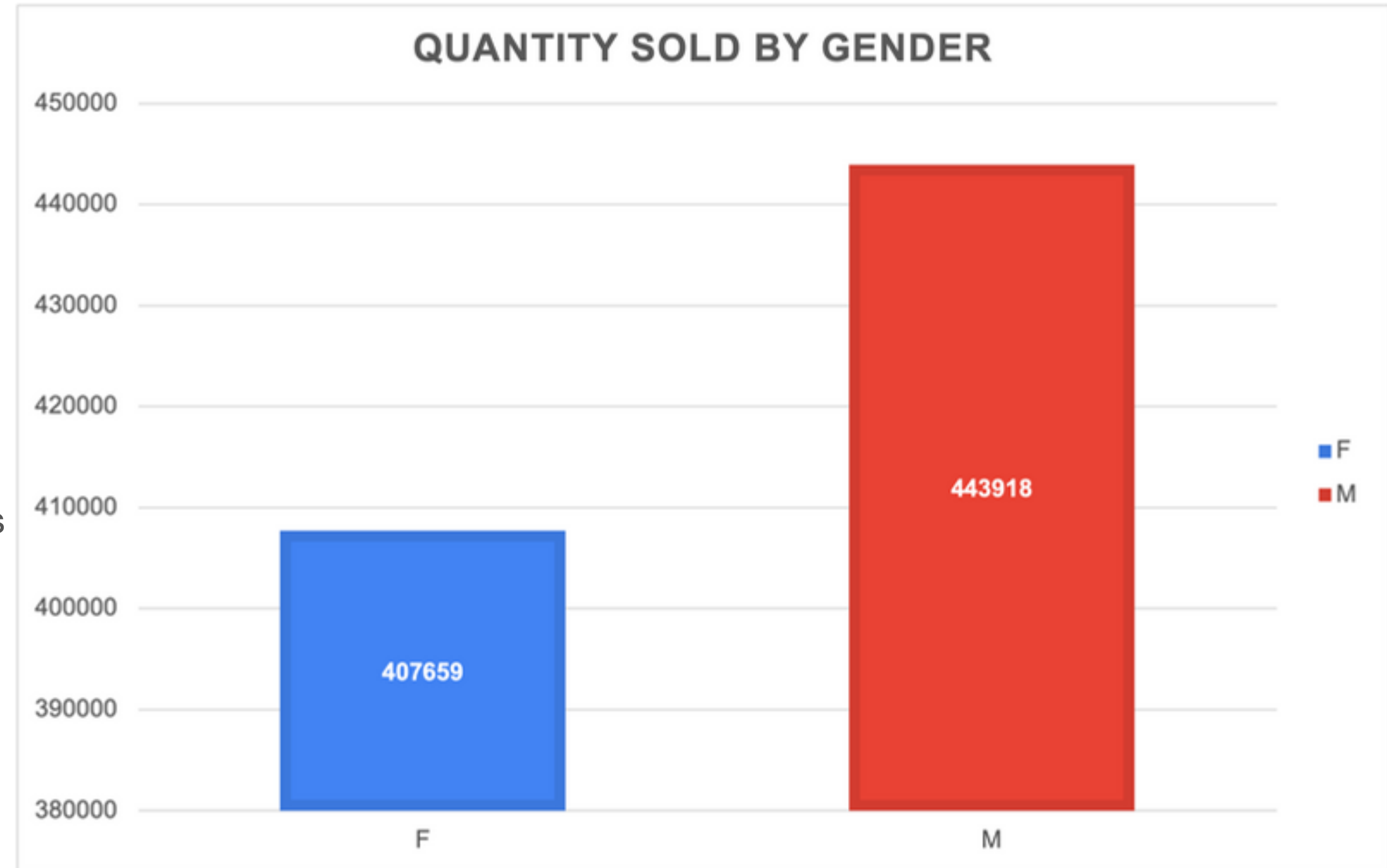
MALE

The Males customer have more orders base on the data analysis with over 440k orders

+400K

FEMALE

The female gender as lesser orders with over 400k orders

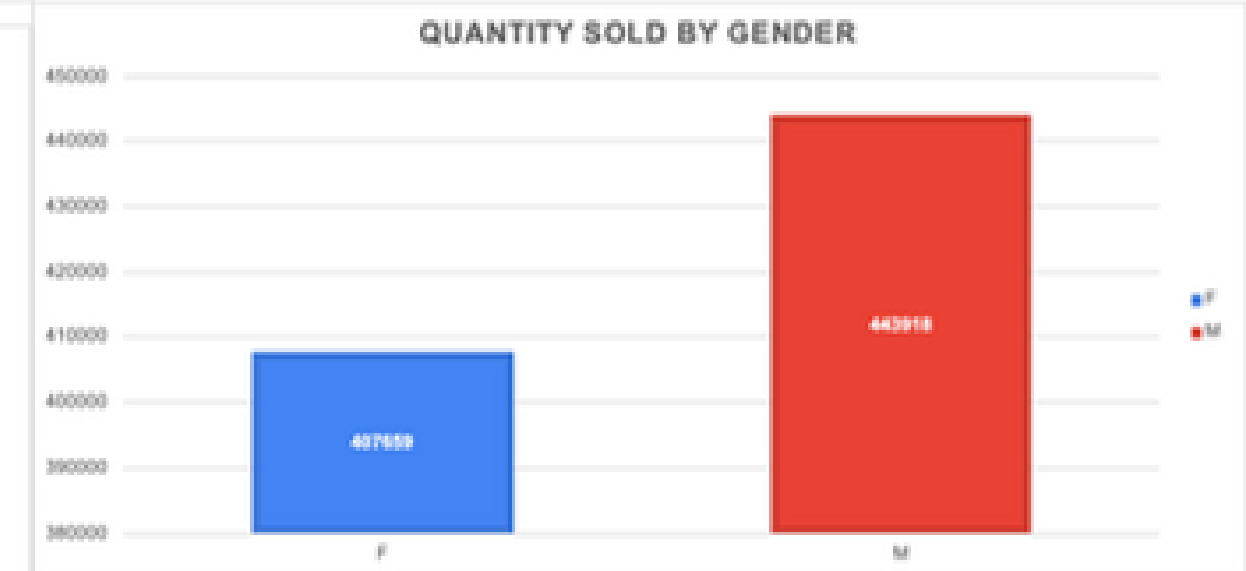
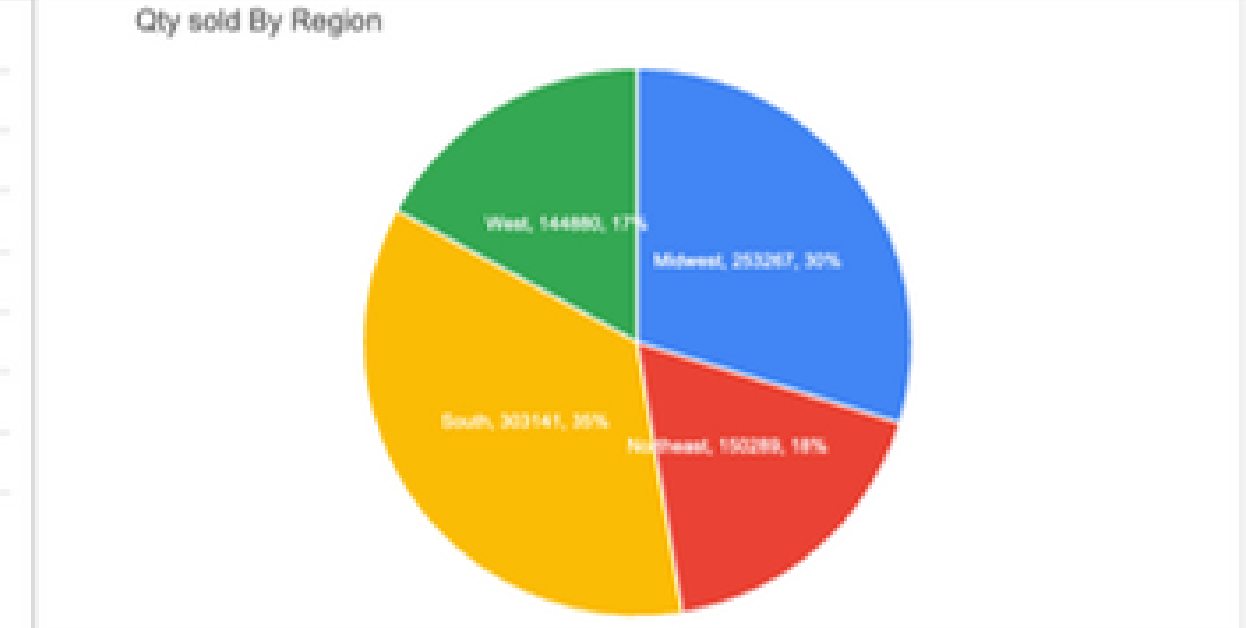
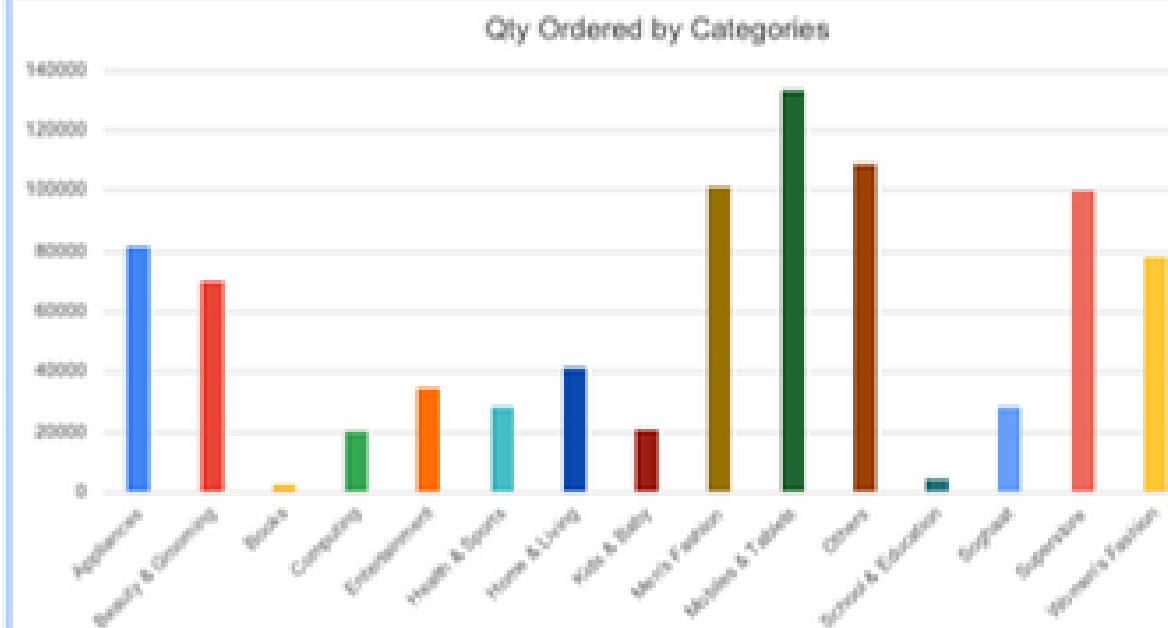
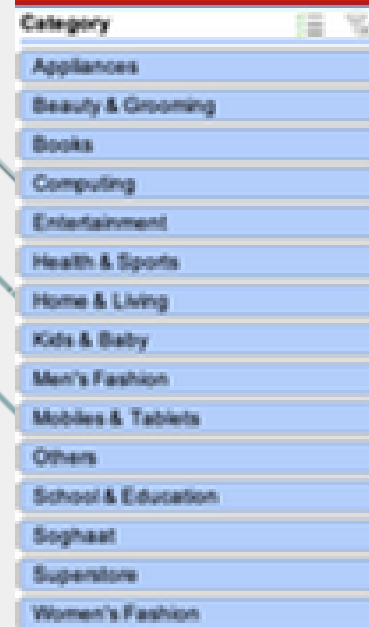


SUMMARY

From the data analysed, We can conclude that base on customer needs alot of the customers made orders for Mobiles and Tablets across of the outlet with More Male customers than female customers concentrated more in the southern part of the country expecially Texas where we have alot of customers orders. We could then look at other facors affecting sales in the least states.

DASHBOARD OVERVIEW

Sterling E-Commerce Sales Dashboard



The background features several decorative geometric patterns. In the top-left corner, there are thin, parallel diagonal lines. In the top-right corner, there is a cluster of overlapping semi-circles in blue, teal, orange, and red. In the bottom-left corner, there is another cluster of overlapping semi-circles in blue, teal, orange, and red, with a small blue semi-circle containing a white script letter 'v'. In the bottom-right corner, there is a large, faint, light-blue circular arc and some thin diagonal lines.

THANK YOU