

# Jumbo E-Commerce Case Study: Sales and Forecasting Analysis



## About Jumbo E-Commerce

Jumbo is your one-stop online shop for all your Fashion and High-Tech needs in the United States. We offer a wide selection of products including Men & Women's Fashion, Mobile Phones, Computers, Electronics, Home Appliances and more, delivered straight to your doorstep.

We bring you a diverse range of styles and brands, with 24/7 online access from the comfort of your home or office, secure payment options like Online banking, Bank Deposit, and Cash on Delivery, exceptional customer care service, Fast next-day delivery, and a 7-day return policy.

Our product range is constantly expanding, so be sure to check back frequently for new arrivals. Stay connected with us on Facebook and Twitter for the latest trends, offers, and Jumia news. Join us in transforming the online shopping experience in the US!



## Case Study (Sales Analysis and Forecasting):

The dataset comprises online sales transactions in the United States. With a significant portion of the population now having internet access, the trend towards online shopping has accelerated, leading large retailers to actively seek out methods to increase profits.

Sales analysis is a crucial technique employed by these retailers to drive sales growth by gaining insights into customers' purchasing behaviors and patterns.

The executive team recognizes the importance of obtaining a deeper understanding of their customers, including who they are, where they are located, what they purchase, and which payment platform they use when placing orders.

**As a data scientist, you have been tasked with developing a sales business dashboard that provides a comprehensive regional overview of the company's operations and include sales forecast.**



## 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