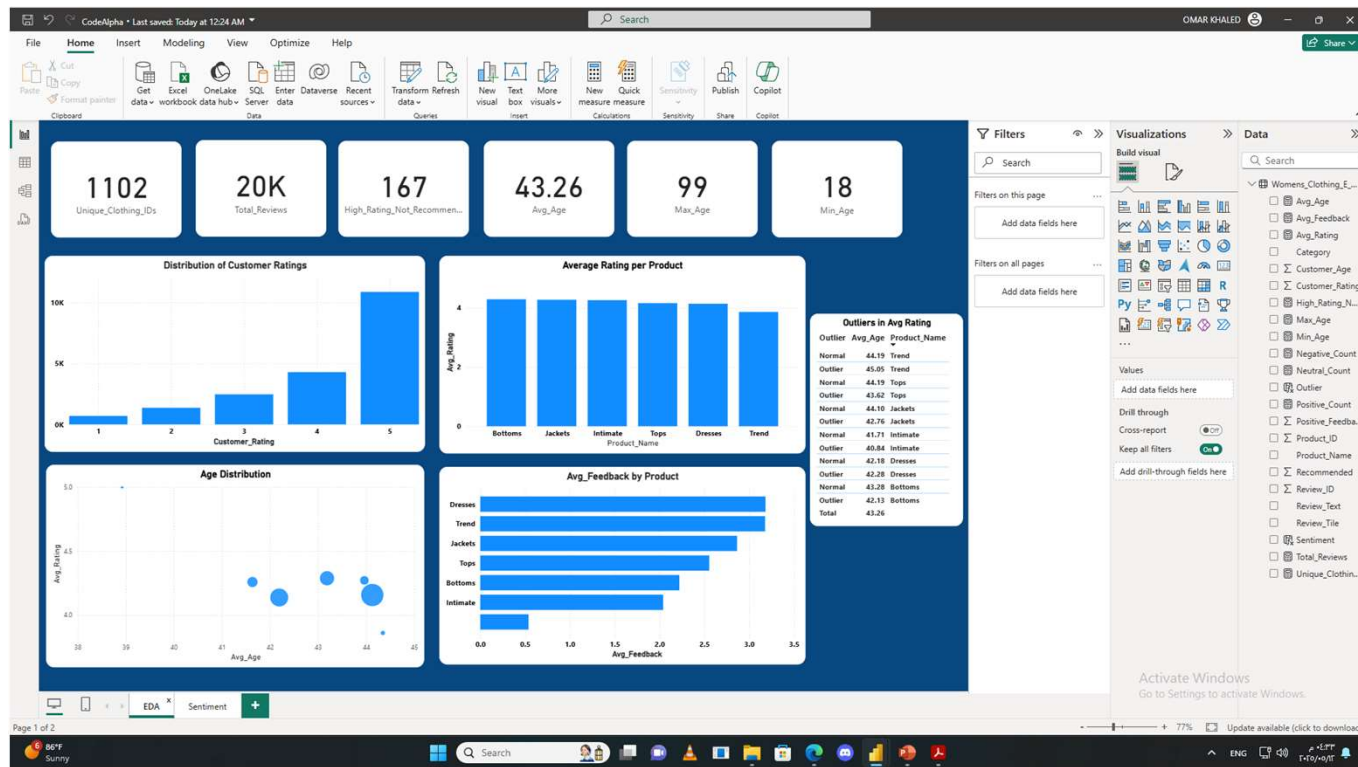


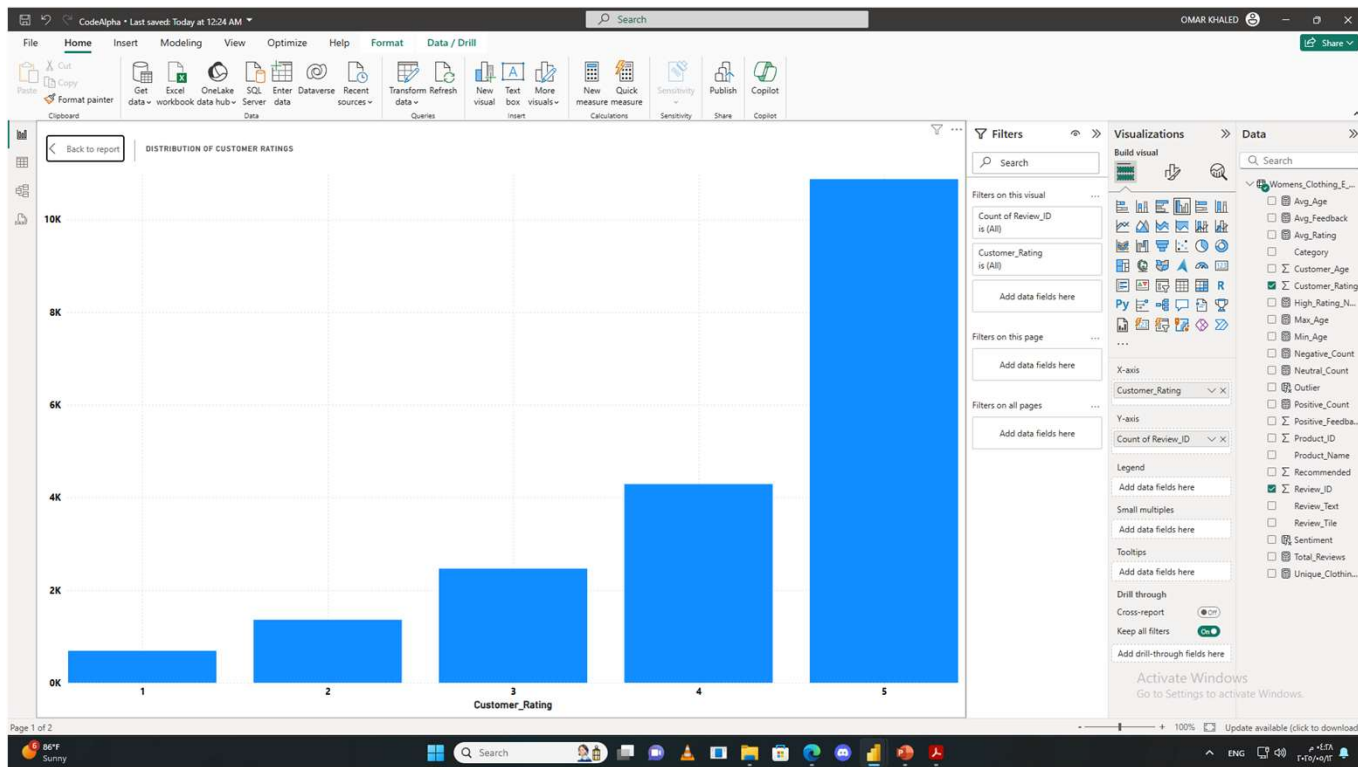
Code Alpha Ecommerce Analysis

"Code Alpha Ecommerce Analysis is a Code Alpha internship project analyzing women's clothing e-commerce reviews. It includes Exploratory Data Analysis (EDA), Sentiment Analysis (positive, negative, neutral), and data visualization using Power BI. The project involves data cleaning, interactive visuals, and custom DAX queries, showcasing skills in Data Analysis

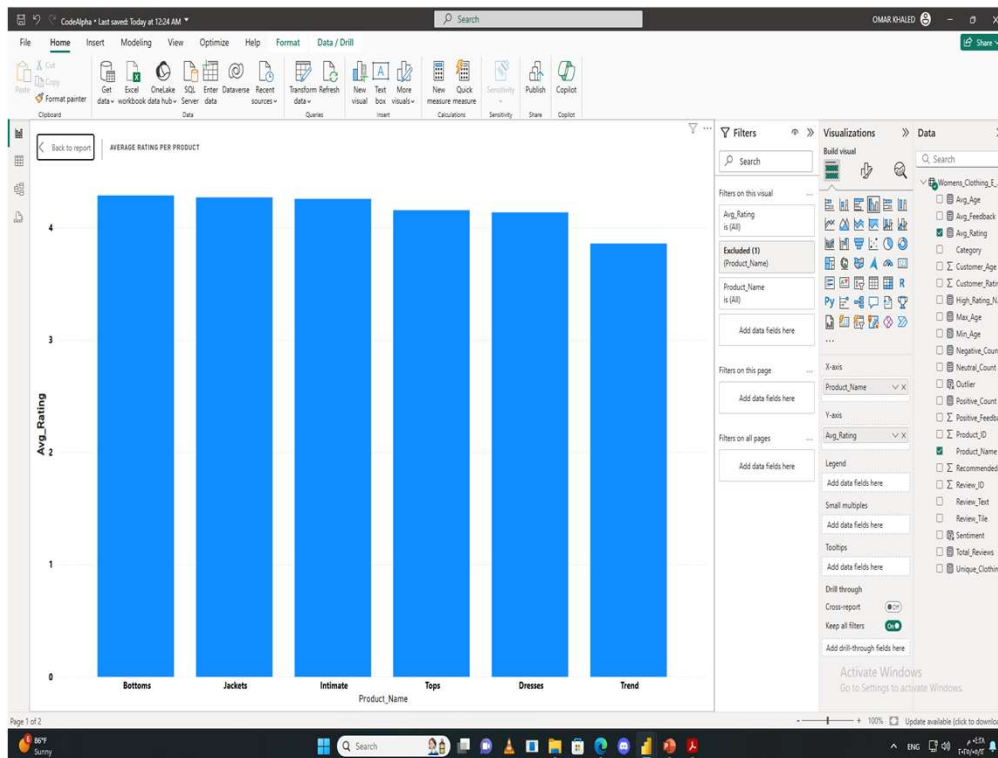
Data visualization and Analysis Using Dax (EDA)



Column Chart (Count of Review_ID by Customer_Rating)

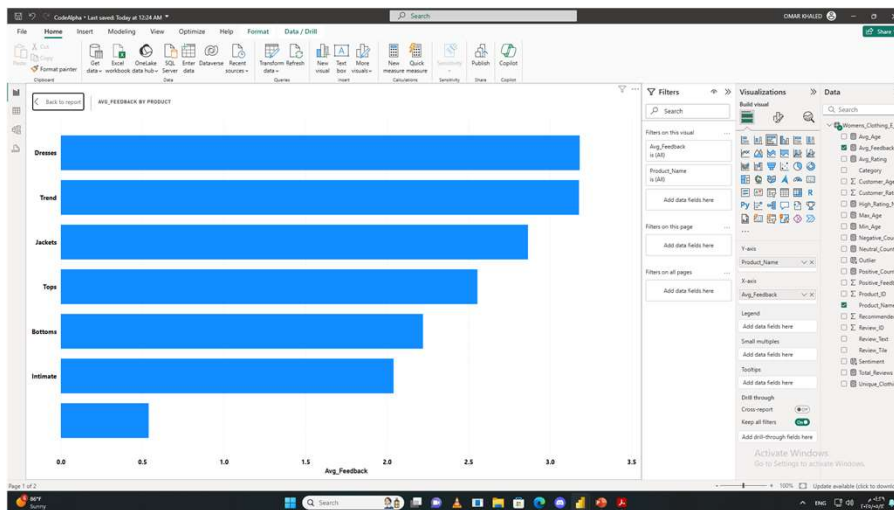


Column Chart (Average Rating per Product)



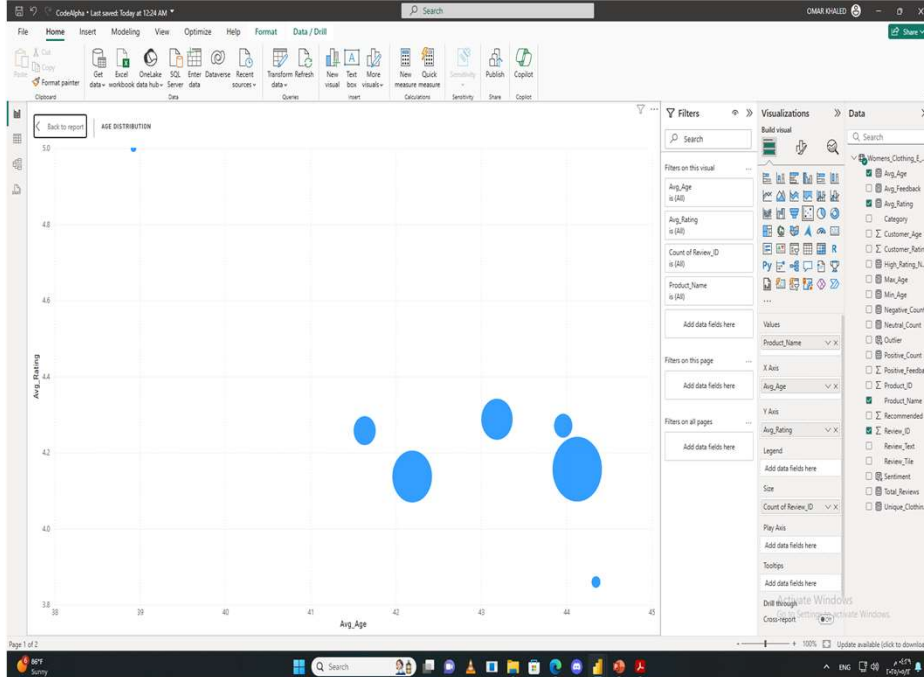
- (Dax Query)
- Avg_Rating =
`AVERAGE('Womens_Clothing_E_Commerce_Reviews'[Customer_Rating])`
- Displays average rating per product.

Bar Chart (Avg Feedback by Product)



- (Dax Query)
- Avg_Feedback =
`AVERAGE('Womens_Clothing_E_Commerce_Reviews'[Positive_Feedback])`
- This chart shows the average feedback score for each product.

Scatter Chart (Age Distribution)



- (Dax Query)
- Avg_Age =
`AVERAGE('Womens_Clothing_E_Commerce_Reviews'[Customer_Age])`
- Avg_Rating =
`AVERAGE('Womens_Clothing_E_Commerce_Reviews'[Customer_Rating])`
- This scatter plot illustrates the relationship between average age and average rating.

Table (Outliers in Avg Rating)

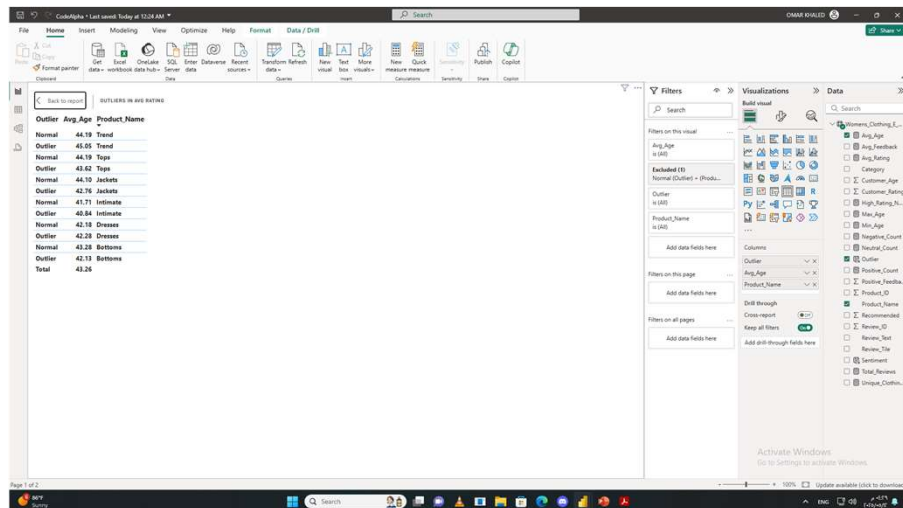
• (Dax Query)

- Avg_Age =
AVERAGE('Womens_Clothing_E_Commerce_Reviews'[Customer_Age])

Outlier =

```
IF(
    [Avg_Rating] < PERCENTILE.INC([Avg_Rating], 0.25) - 1.5 *
    (PERCENTILE.INC([Avg_Rating], 0.75) -
    PERCENTILE.INC([Avg_Rating], 0.25))
    ||
    [Avg_Rating] > PERCENTILE.INC([Avg_Rating], 0.75) + 1.5 *
    (PERCENTILE.INC([Avg_Rating], 0.75) -
    PERCENTILE.INC([Avg_Rating], 0.25)),
    "Outlier",
    "Normal")
```

- this table highlights outliers in average ratings with corresponding average ages and product.



Outlier	Avg_Age	Product_Name
Normal	44.19	Trend
Outlier	46.65	Trend
Normal	44.19	Top
Outlier	45.62	Top
Normal	44.10	Jackets
Outlier	42.76	Jackets
Normal	41.71	Intimate
Outlier	40.84	Intimate
Normal	42.18	Dresses
Outlier	42.28	Dresses
Normal	43.28	Bottoms
Outlier	42.13	Bottoms
Total	43.25	

Conclusion

I am honored to present this project, CodeAlpha Ecommerce Analysis, to CodeAlpha as part of my internship. I hope I have successfully met all the requirements for the tasks (EDA, Visualization, Sentiment Analysis). Thank you for the opportunity