

SALES ANALYSIS

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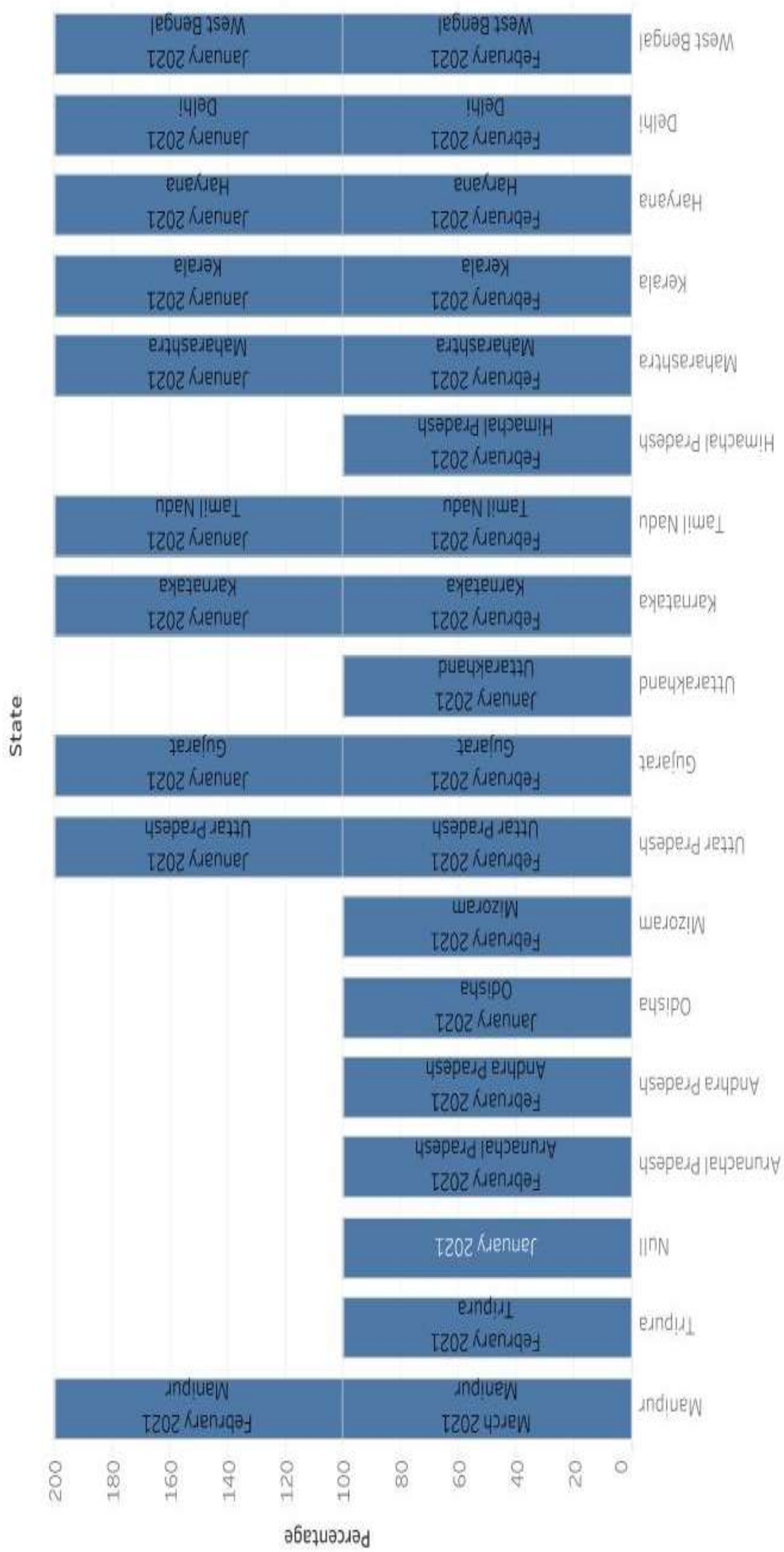
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I Have used Pandas for cleaning the dataset and later used Tableau for data visualizations .

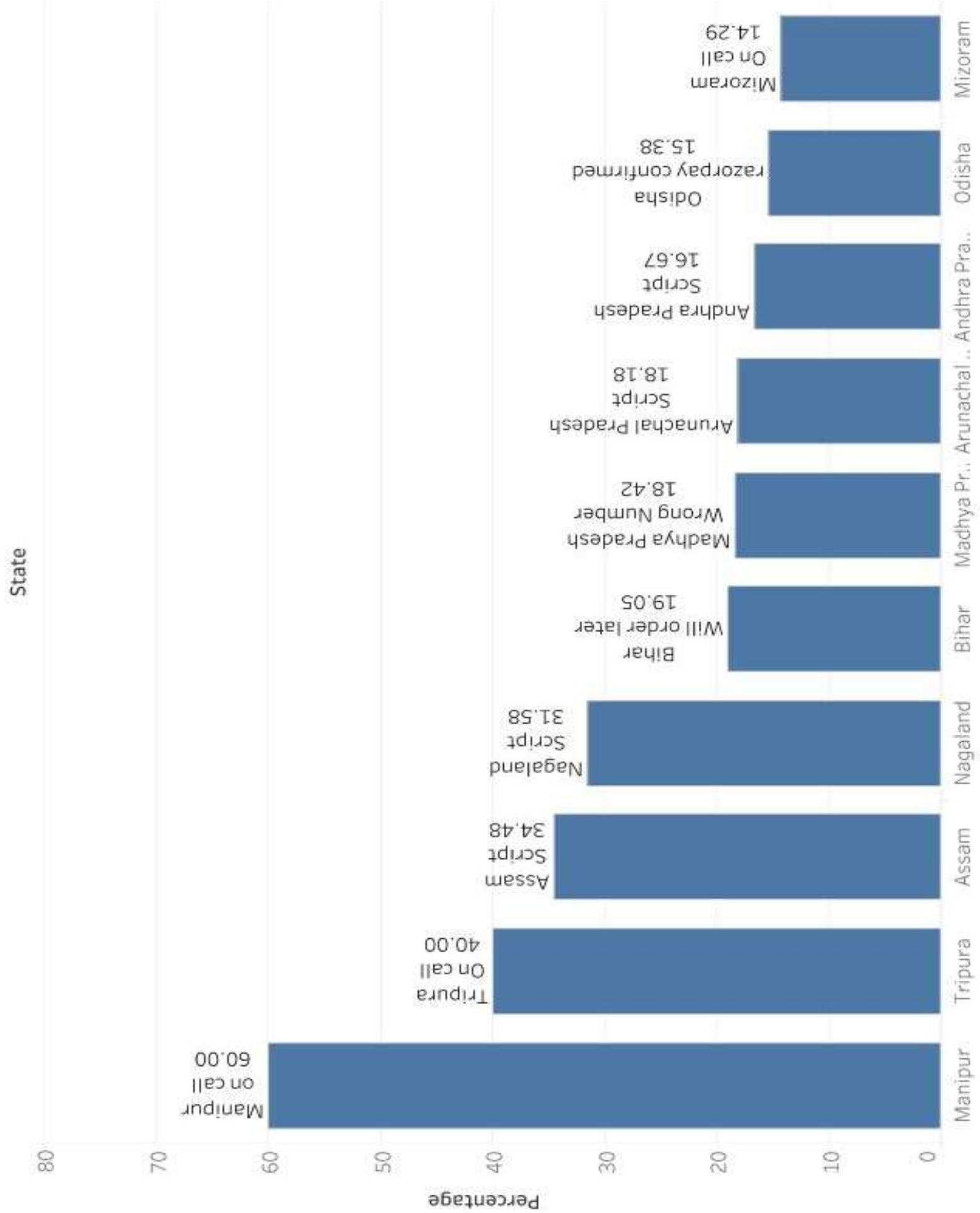
The following graphs are taken from Tableau software.

Graphs



- This graphs explains majority of returning of order took place after January 2021.

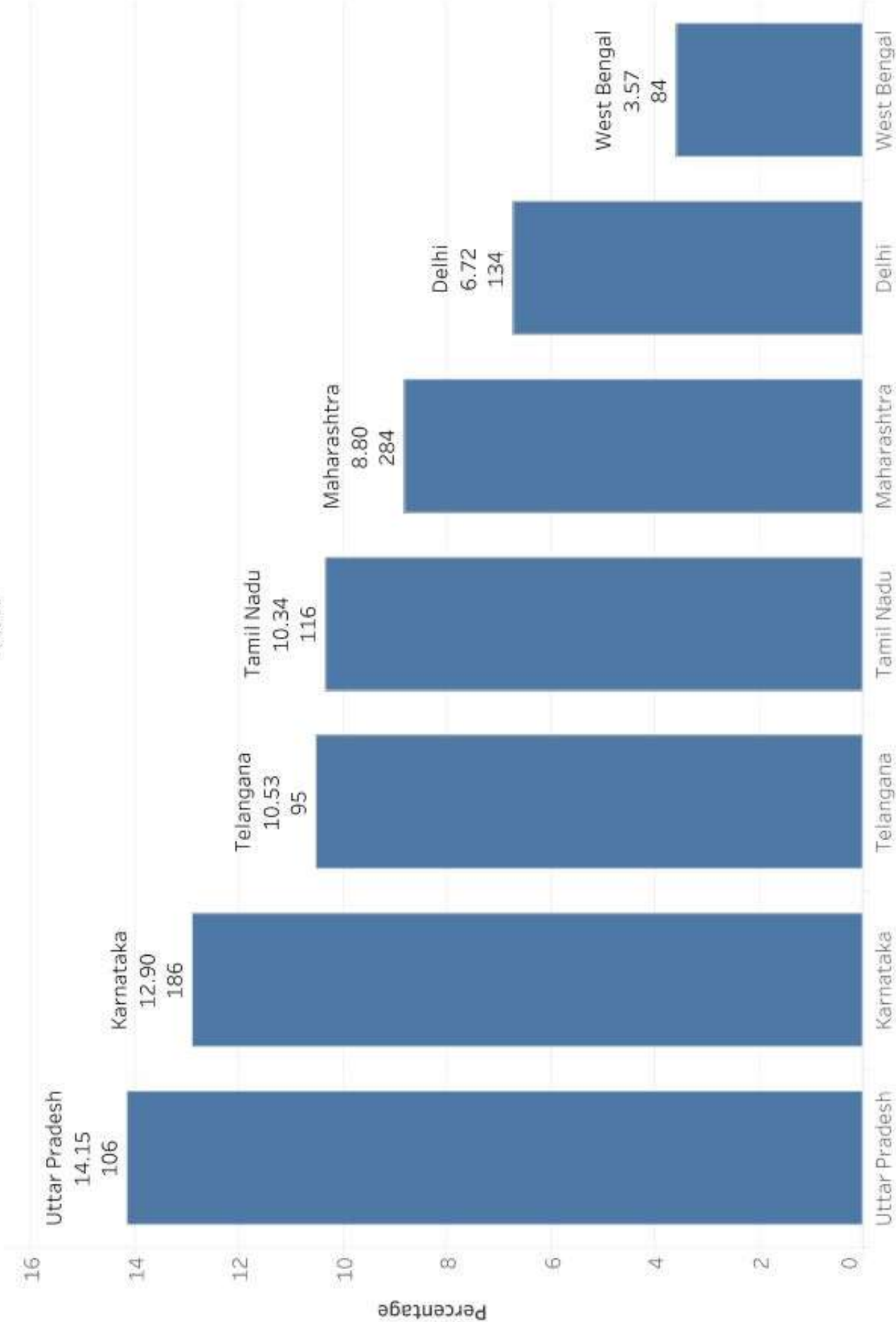
Graphs



- Though the number of orders placed in northeast states are very less , still the percentage of return is higher than the other states.
- This is reason why number of there very few others in the northeast states
- Bihar and Madhya Pradesh are the only state here which is an exception.

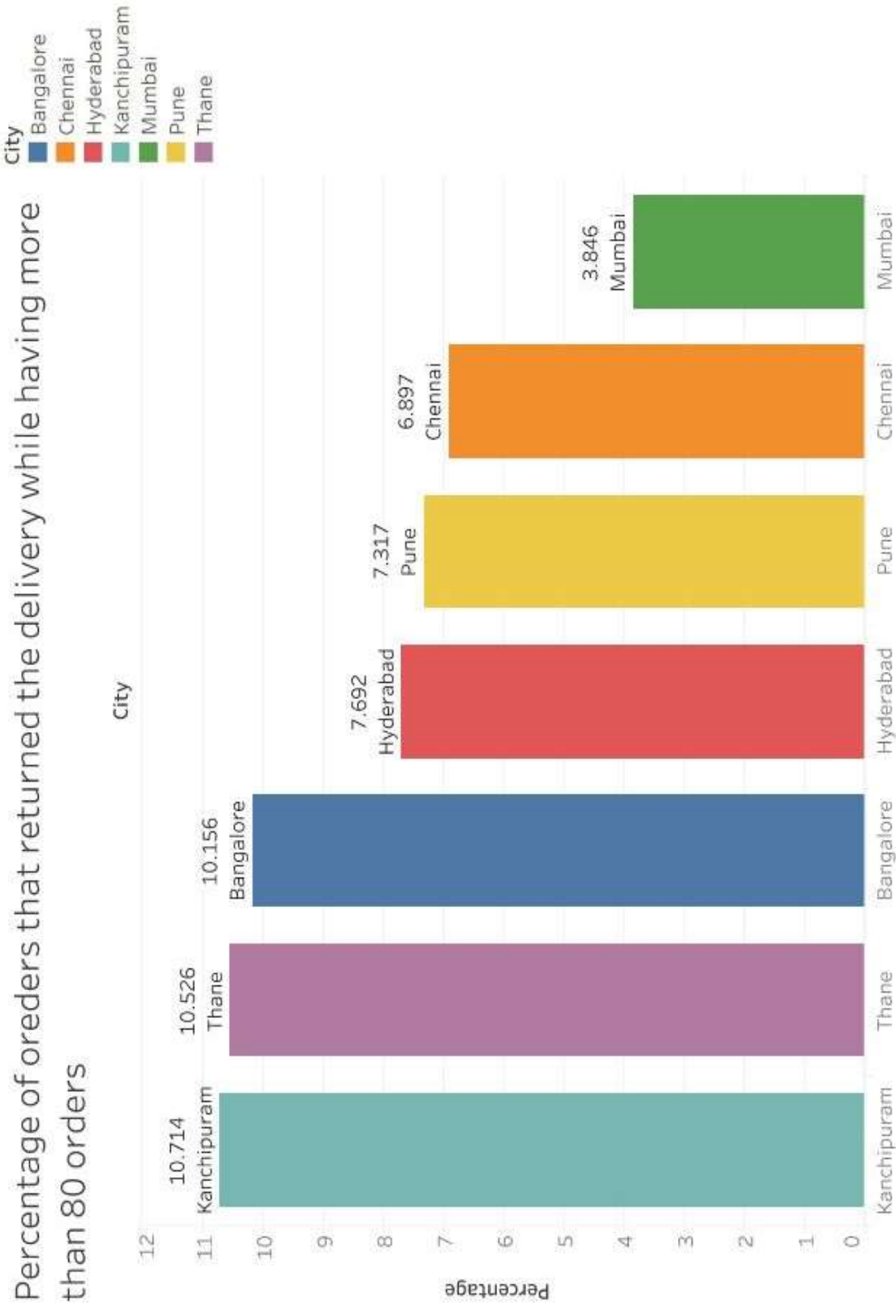
Graphs

Percentage of oreders that returned the delivery while having more than 80 orders



- These are the states which have metropolitan cities and the maximum return percentage is high.
- Although Delhi and West Bengal also fall on the two best states in the next graph
- Uttar Pradesh shows the highest return rate with very less orders which is quite alarming because it is a state with maximum population and the company loses its most of its customer if the same trends continue.

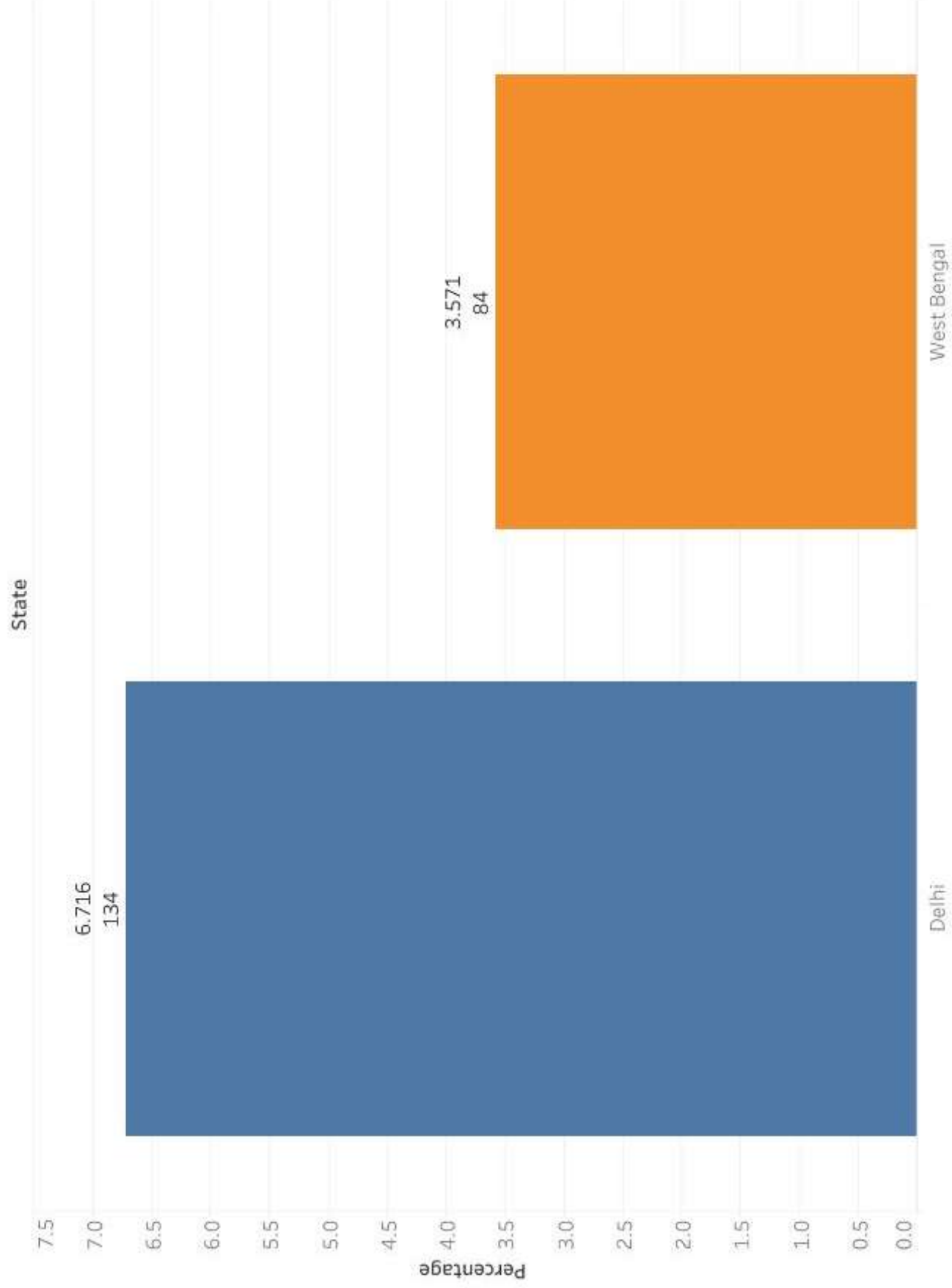
Graphs



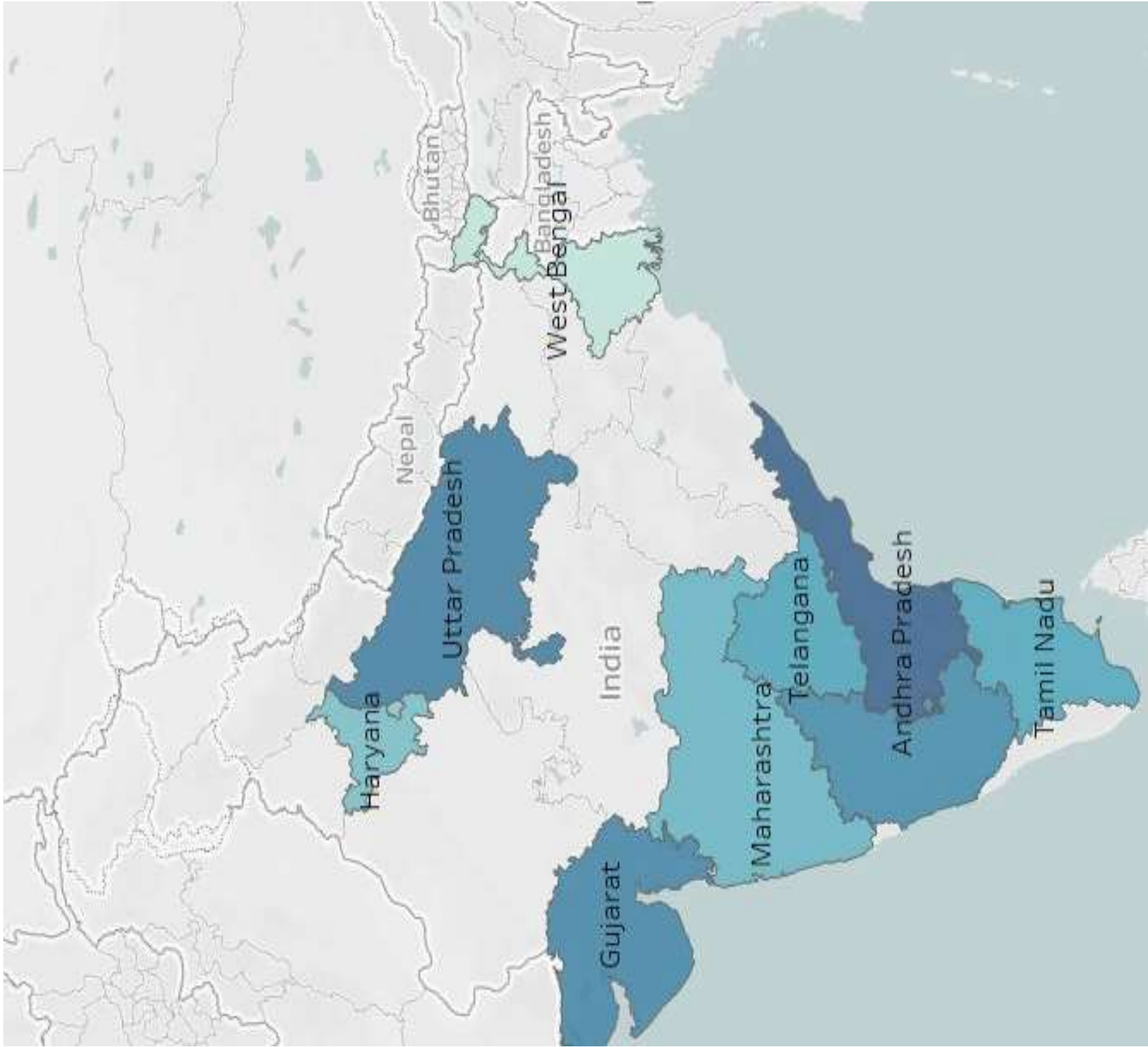
- Majority of the cities having high return rate are majorly metropolitan cities with Kanchi and Thane being exception.
- Inclusion of Kanchipuram and Thane shows that there is some malfunctioning in the system in that cities
- Bangalore among the other cities is having worst return rates .

Graphs

States having lowest return percentage



- Delhi and West Bengal are the only two states where there is less return rate and more orders placed.
- This can be companies strong base and try not lose grip here these two states.



Map showing states with high
return rates which had got orders
more than 60.