

E-Commerce Furniture Sales Analysis

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This project, led by **Pranjal Waghmare**, focuses on analyzing sales performance within an online furniture store using real-world transactional data. The analysis integrates **Excel**, **Python**, **SQL**, and **Tableau** to provide a complete data-driven understanding of product trends, pricing efficiency, and discount impact.

Key objectives included identifying **top-performing furniture items**, assessing **discount effects on sales**, and uncovering how promotional tags like *"Free Shipping"* influence buyer behavior. The workflow involved data cleaning in Excel, structured querying via MySQL, exploratory data analysis and visualization in Python, and the creation of an interactive Tableau dashboard for business insights.

The results highlight that **medium-priced furniture items** and those offering **free shipping** generate the highest revenue and conversions. Additionally, moderate discount levels (10–25%) proved most effective for boosting sales without major margin loss.

This end-to-end project demonstrates the use of modern analytics tools for **sales optimization**, **pricing strategy**, and **decision support**, providing valuable insights for retail management teams.