E-Commerce Furniture Sales Analysis

Author: Pranjal Waghmare

Overview: This project analyzes furniture sales to uncover top products, discount effects, and revenue trends.

Tools Used: Excel, Python, SQL, Tableau

Visual Insights:

Insights:

• Top products dominate total revenue.
• Medium price range performs best.
• 'Free Shipping' improves sales.
• Discounts increase volume but reduce margin.

Business Recommendations:

1. Prioritize marketing of top categories.
2. Optimize discount levels.
3. Expand free shipping and loyalty offers.
4. Use dashboards for performance tracking.

End of Report.