**E-Commerce Sales Performance**

**Objective:** Analyse e-commerce data to track sales performance, customer behaviour, and product trends. Create a dynamic dashboard to visualize key metrics like revenue, top-selling products, and customer demographics.

**Key Metrics to Include:**

* Total revenue (overall and month-wise).
* Top-selling products.
* Category-wise sales distribution.
* Customer segmentation (e.g., by region or spending behaviour).
* Sales trends over time.
* Daily/weekly web traffic.

**Data Cleaning:**

1. Removed blanks
2. Removed unnecessary characters
3. Converted columns into its categorical data type
4. Extracted Day of the Week, Month, and Year from InvoiceDate.
5. Created a new column called Revenue.
6. Removed negative and zero values from Quantity and UnitPrice fields.