Course Project : Terpbuy (Part 3 - Executive Summary)

The dataset shows the trend in the number of orders placed over the years. By observing the overall dataset, you can see whether there is an increasing, decreasing, or stable trend in ordering behavior over time.Fluctuations in the number of orders from year to year can indicate periodic trends in ordering behavior. For example, you may observe peaks or dips in certain years, which could be influenced by factors such as economic conditions, promotional campaigns, or changes in customer preferences. If the line in the graph (I haven't attempted it but assuming) shows a consistent upward trend over the years, it suggests that the business is experiencing growth in terms of the number of orders. This could be due to factors such as an expanding customer base, increased product offerings, or improved marketing strategies.Similarly, a downward trend in the number of orders may indicate reduced demand or other challenges faced by the business. Identifying such declines early can help in implementing corrective measures to address the particular issues.Sudden spikes or drops in the number of orders for specific years may indicate outliers that need to be further investigated. These could be due data errors, or other factors that require attention.

Overall, analyzing the dataset provides valuable insights into the long-term trends and patterns in customer behavior, which can inform strategic decision-making and business planning.