I started by cleaning, I reduced the number of rows from 584k to 582k by removing blanks. I also truncated the number of columns from 25 to 16 by removing columns I deemed meaningless to the data.

I performed summary data summary of the numerical variables in the dataset. I performed a SUMIF function and determined that PayAxis is associated with the highest Grand Total followed by Cash on Delivery (COD). However, Visualizing the data on Payment methods revealed that the highest quantities ordered were done through Cash on Delivery (COD), followed by PayAxis. However, further perusal into the data revealed that the platform made more money on PayAxis, with Cash on Delivery (COD) a close second.

This lead to the conclusion that the company needs to leverage on the following payment methods for maximum sales:

1. PayAxis
2. Cash On Delivery
3. EasyPay