



Ministry of Communications
and Information Technology



E-COMMERCE WEBSITES SALES ANALYSIS 2023

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OBJECTIVES



E-Commerce Store wants to create an annual sales report for 2023. So that Store can understand their customer and grow more sales in 2024

1. Compare the Sales and Orders using single chart
2. Which Month got the highest Sales and orders?
3. Who purchased more Men VS Women?
4. What are different order status?
5. List Top 10 States Sales?
6. Relation between Age and Gender based on number of orders
7. Which channel is Popular for Purchased items? 8. Highest Selling Categories?

ABOUT DATASET

This Complete Project is about the Sales of the Company Name as E-commerce Store and Using the Data, Came up with the Valuable Insights in a Dashboard

This Complete Data Set Has 19 Columns and Total 31048 Rows

And The Fields Or Terms Which This Dataset Has Are As Follows: index, Order ID, Cust ID, Gender, Age, Date, Status, Channel, SKU, Category, Size, Qty, currency Amount, ship-city, ship-state, ship-postal-code

DATA CLEANING

Check Duplicate value and Remove it

Check Incomplete and Null Values in data for better Insights

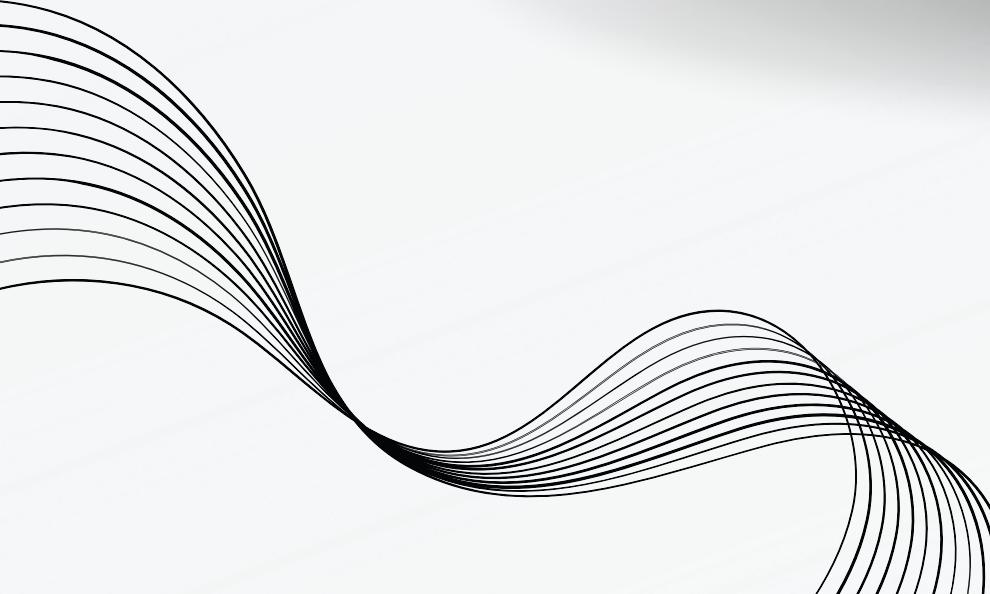
Replace and modified columns like Gender and Size

DATA PROCESSING

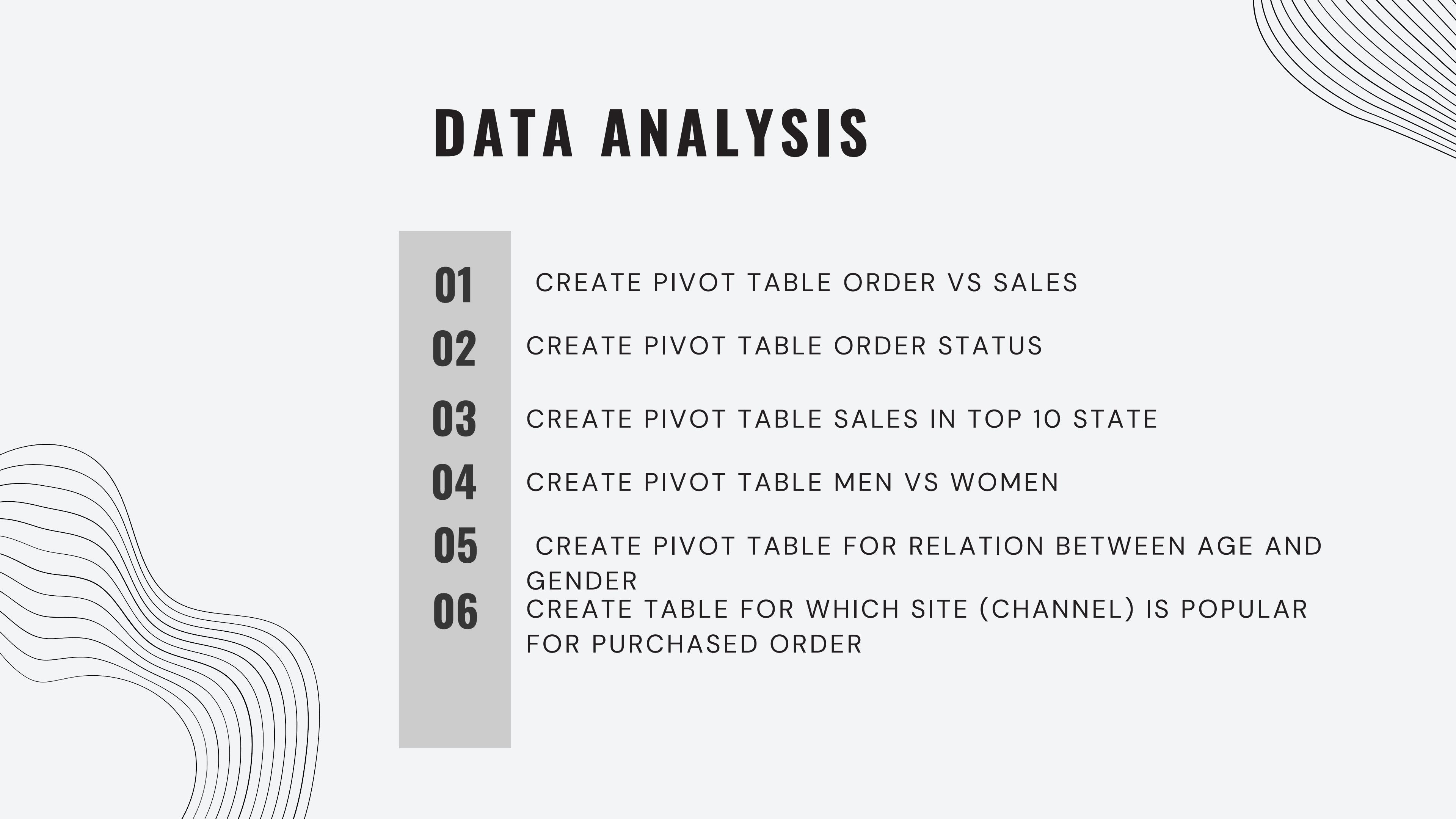
Get Insights from age column is very difficult to analysis so add age column in bucket list Age

Group (Young ,Adult :30+ and Senior : 50+)

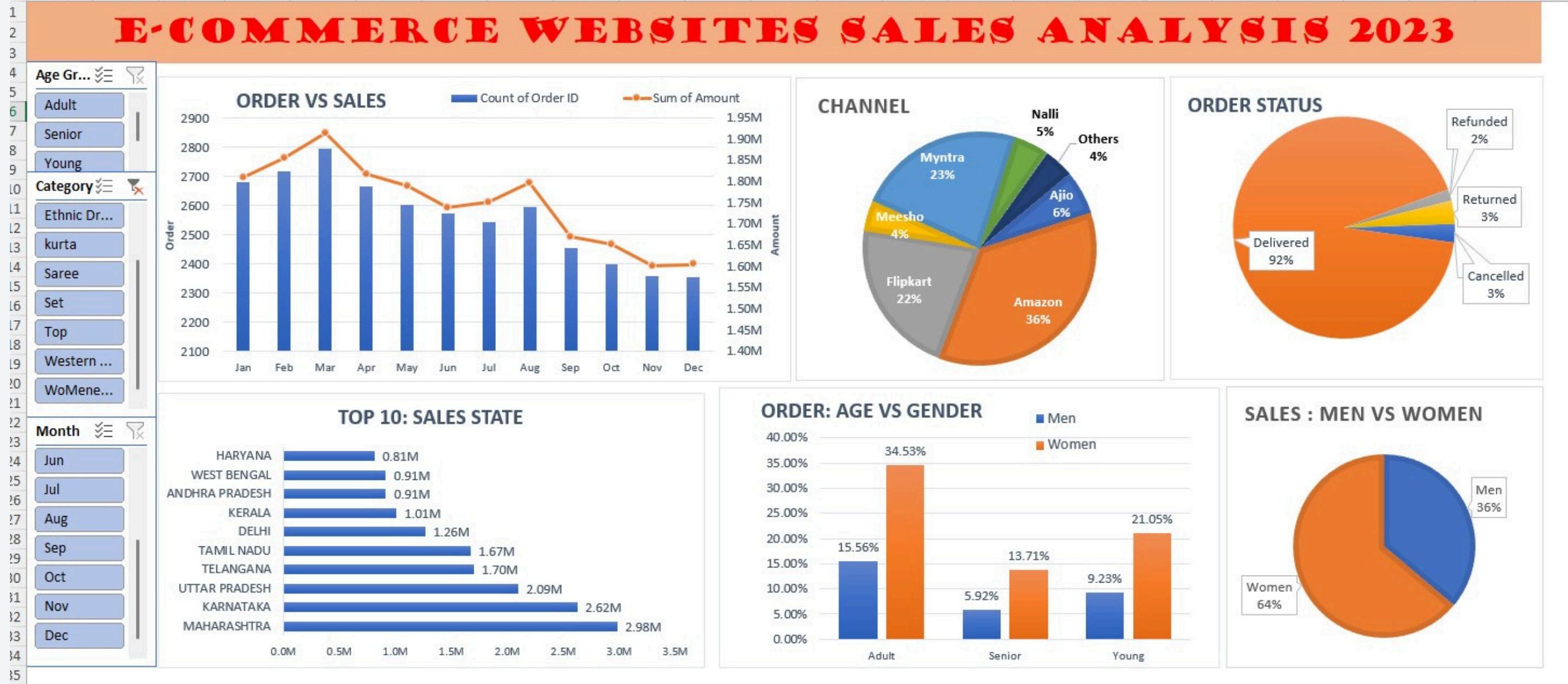
Using This Formula :=IF(E2>=50,"Senior",IF(E2>=30,"Adult","Young"))



DATA ANALYSIS

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- 01** CREATE PIVOT TABLE ORDER VS SALES
 - 02** CREATE PIVOT TABLE ORDER STATUS
 - 03** CREATE PIVOT TABLE SALES IN TOP 10 STATE
 - 04** CREATE PIVOT TABLE MEN VS WOMEN
 - 05** CREATE PIVOT TABLE FOR RELATION BETWEEN AGE AND GENDER
 - 06** CREATE TABLE FOR WHICH SITE (CHANNEL) IS POPULAR FOR PURCHASED ORDER

E-COMMERCE WEBSITES SALES ANALYSIS 2023



DATA REPORT/VISUALIZATION

01

WOMEN ARE MORE LIKELY TO BUY COMPARED TO MEN APPROX.65%

02

MAHARASHTRA, KARNATAKA AND UTTAR PRADESH ARE THE TOP 3

03

.ADULT AGE GROUP (30-49 YRS) IS MAX CONTRIBUTING APPROX.50%

04

AMAZON IS POPULAR FOR PURCHASING PRODUCTS