

E-Commerce Data Analysis

Ques1. You need to calculate the monthly sales of the store and identify which month had the highest sales and which month had the lowest sales.

Ans1. Maximum sale in November and Minimum sale in February



Ques2. You need to analyze sales based on product categories and determine which category has the lowest sales and which category has the highest sales.

Ans2.

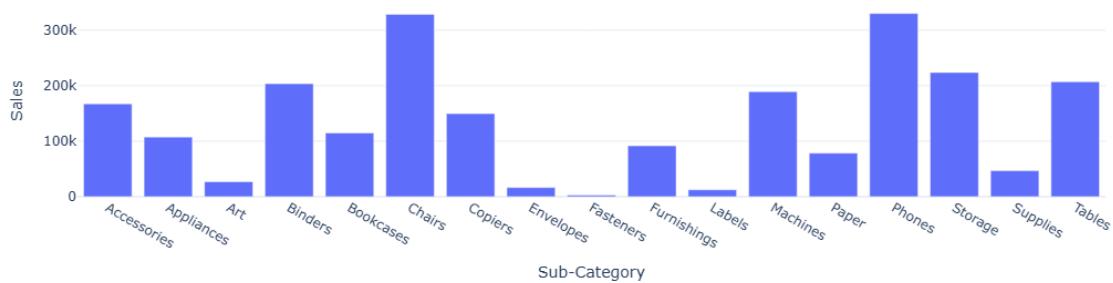
Sales Analysis by Category



Ques3. The sales analysis needs to be done based on sub-categories.

Ans3.

Sales Analysis by Sub-Category



Ques4. You need to analyze the monthly profit from sales and determine which month had the highest profit.

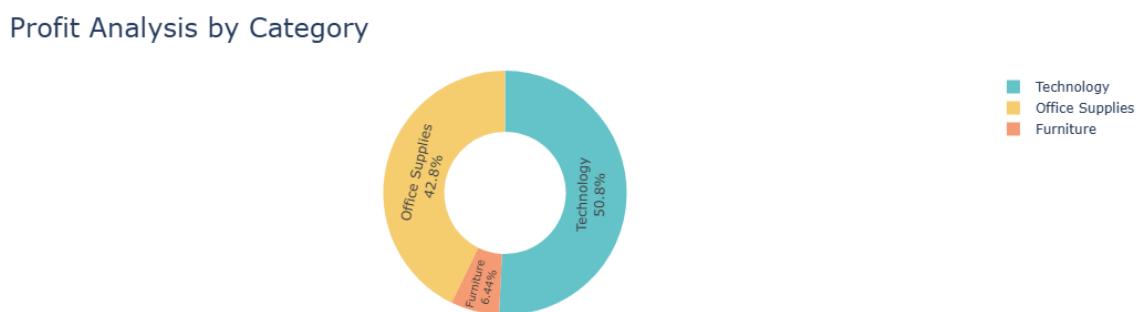
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Ans4. December

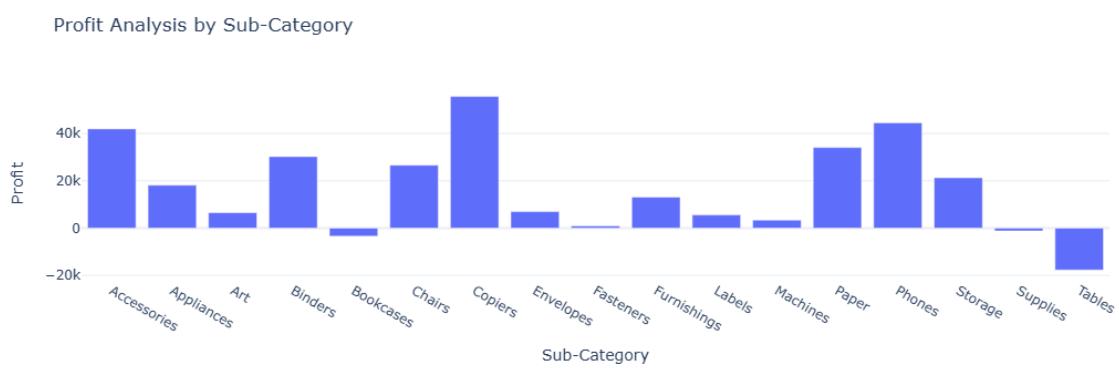


Ques5.Analyze the profit by category and sub-category.

Ans5. By Category



By subcategory

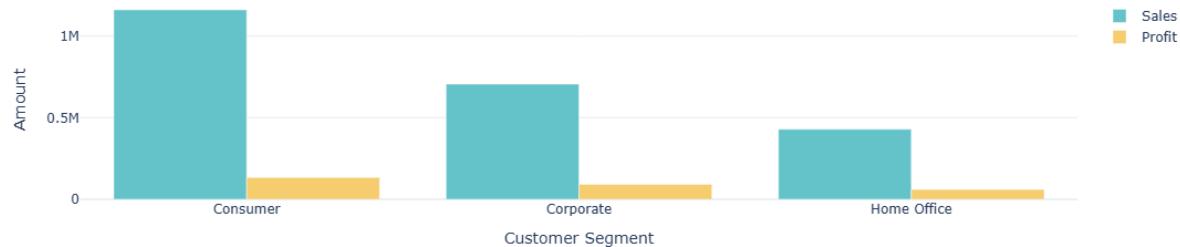


Ques6.Analyze the sales and profit by customer segment.

Ans6.

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Sales and Profit Analysis by Customer Segment



Ques7.Analyze the sales to profit ratio.

Ans7.

	Segment	Sales_to_Profit_Ratio
0	Consumer	8.659471
1	Corporate	7.677245
2	Home Office	7.125416