E-COMMERCE DATABASE ANALYSIS

Analysis :

1. 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.

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

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

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

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

6. Analyze the sales and profit by customer segment

7. Analyze the sales to profit ratio

Analysis :

8. Visualize the sales distribution across different regions to determine which region contributes the most and the least to total revenue. (Seaborn)

9. Analyze how discounts affect sales volume and profit margins. (Seaborn)

10. Displaying the top 10 best-selling products based on total revenue. (Matplotlib)