**E-Commerce Company Case Study Report**

**Overview**

As a data analyst at our dynamic e-commerce company, your role is pivotal in harnessing the power of our extensive databases to drive business strategies. This report outlines the tasks and objectives of the case study, providing insights into various departments such as marketing, supply chain, and sales. By analyzing the given datasets, you will deliver actionable data that can optimize operations, enhance customer satisfaction, and boost sales performance.

**Business Context**

Your analysis will impact the following business verticals:

1. **Customer Insights:**
   * Objective: Understand our customer base to tailor marketing strategies.
   * Focus: Identify customer demographics, purchasing behavior, and preferences to enhance targeted marketing efforts.
2. **Product Analysis:**
   * Objective: Evaluate product performance to inform stock and sales strategies.
   * Focus: Analyze product sales data to determine high-performing products and identify those needing attention.
3. **Sales Optimization:**
   * Objective: Analyze sales data to identify trends, opportunities, and areas for improvement.
   * Focus: Recognize sales patterns, peak periods, and opportunities for promotional activities.
4. **Inventory Management:**
   * Objective: Manage stock levels to ensure product availability while minimizing excess inventory.
   * Focus: Balance inventory levels with demand to avoid stockouts or overstock situations.

**Dataset Details**

To address the objectives mentioned above, you will work with the following datasets:

1. **Customers Dataset:**
   * Columns: customer\_id, name, location
   * Purpose: Identify and analyze customer demographics and locations.
2. **Products Dataset:**
   * Columns: product\_id, name, category, price
   * Purpose: Evaluate product details, including categories and pricing.
3. **Orders Dataset:**
   * Columns: order\_id, order\_date, customer\_id, total\_amount
   * Purpose: Analyze overall sales and customer order patterns.
4. **OrderDetails Dataset:**
   * Columns: order\_id, product\_id, quantity, price\_per\_unit
   * Purpose: Understand the specifics of each order, including quantities and product prices.