

Flow of Analysis:

- 1) By analyzing order table & product table I decided to extract some more columns.
- 2) So from Order tables I extracted "Order-time" & "Order-date" in different columns from the existing column "Order-Date" to see the patterns at which time and date, which category of products were ordered most.
- 3) Same thing I did for Product Table. I extracted the "Product-launch-date" & "Product-launch-time" to see the patterns that which category of products were sold most at different launch-dates & time.
- 4) I also created "Product_price=100" & "Per_product_total_sale" to see the revenues.
- 5) Then I created a dashboard In which all the above analysis are present and apart from that I also found the top 10 products which are sold mostly and least top 10 products. (See dashboard for more information)

Notes:

- 1) The given dataset is insufficient for saying that why there is **decline of overall orders in the any category**.
- 2) We need more data to answer this question and data may be related to customer table, marketing data and lot more which are going inside the company.

But from the given Data Set:

- 1) It is clear that "Platinum" category products are doing wonderful. In the email it is asked **reason for the decline of overall orders in the Platinum category. But In my analysis I found that overall orders in the Platinum category is very-high.**
- 2) Now, from the given dataset I think platinum category products are doing well because of Product-launch date time & Product-order date and time.
- 3) But the area where our sales is declining is in "Bronze" & "Gold".
- 4) Now, there could be multiple reasons for that:
 - a) We are not launching the "Gold" & "Bronze" category products on the same date & time on which "Platinum" products were launched.
 - b) If we closely observes, "Platinum" category product source, it's high on all the platforms like android,facebook, google, tele-sales, and all, but for "Gold" & "Bronze" category of products we are not able to cater platforms like android, facebook and tele-sales.(first chart in dashboard will give the entire picture.)
 - c) May be we are missing to showcase our "Bronze" & "Gold" category products at the time when "Platinum" category products were sold most, So we can improve that time which we can see in order-date and time analysis.
- 5) Again this analysis is not the perfect one because of less data. So for more concrete data driven decision we need more data.