

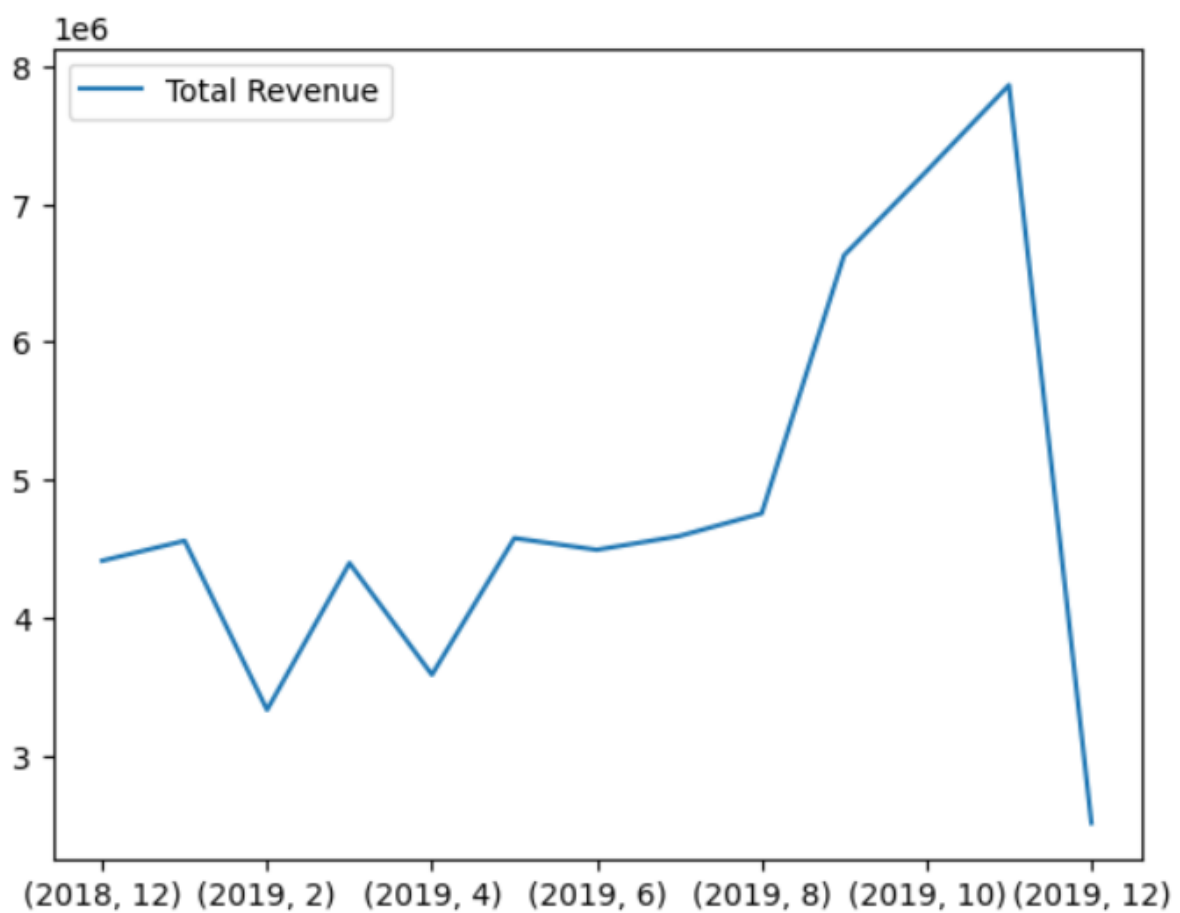
E-Commerce Sales Trend Analysis Report

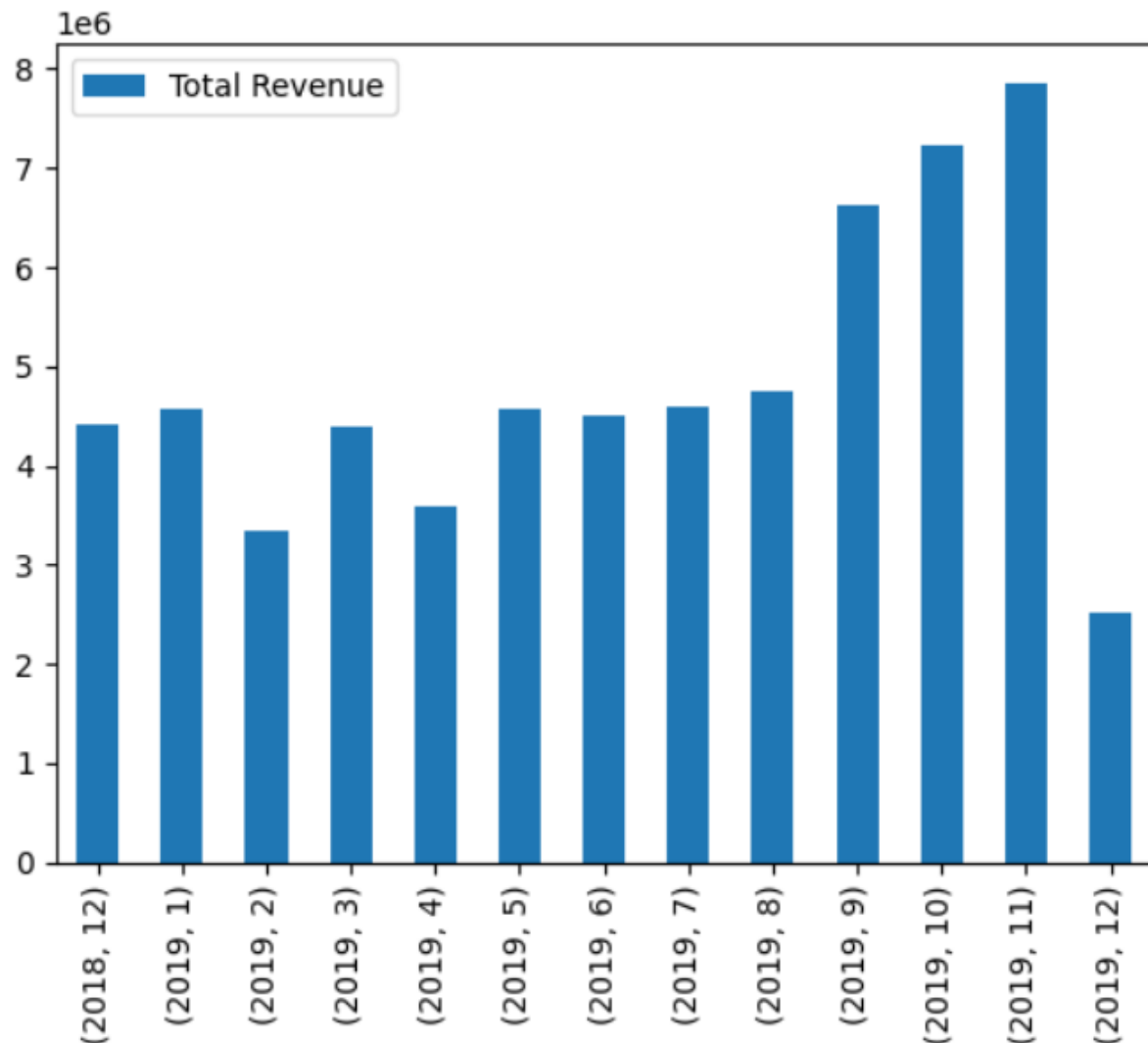
This report is regarding the Sales Trend Analysis report for the E-Commerce Sales Data Analysis Project.

The dataset has 527764 records of purchases made through an E-Commerce website. These records have various attributes as outlined in the previous report, and the records can be analyzed by grouping by attributes.

Monthly/Yearly Sales Trends

When grouping the data by month and year, we see that there are some overall trends in total revenue made by sales. Upon visualizing the data using a line graph and bar graph, the trend becomes clear.



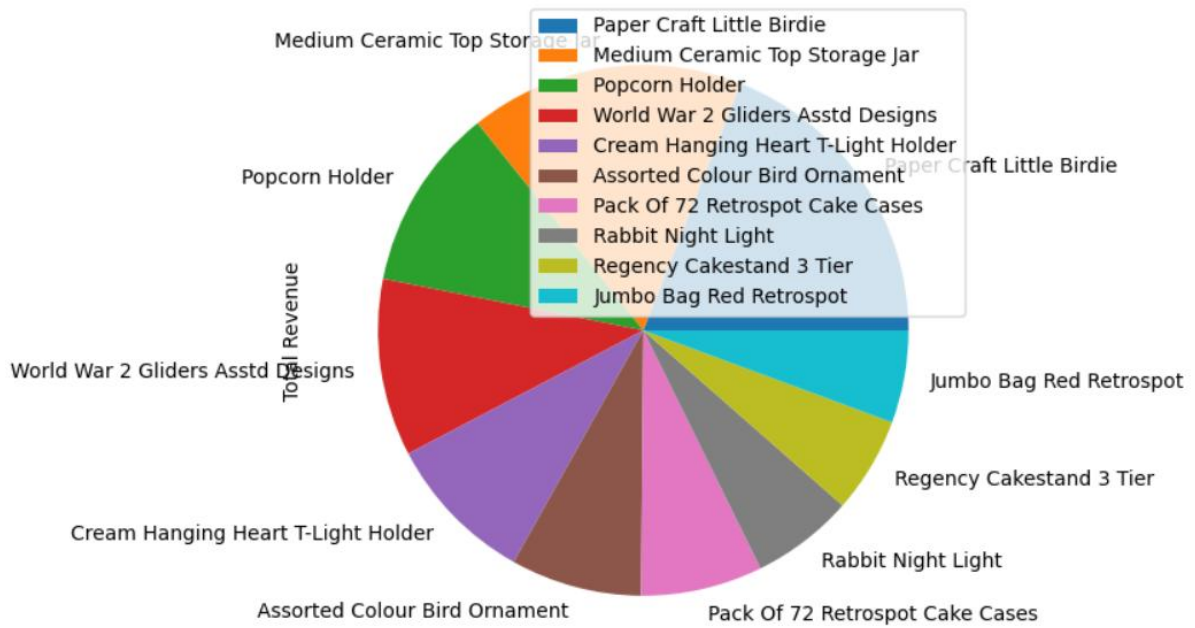


In the latter months of the year i.e. September, October and November, sales from the E-Commerce website peaked. In addition, there was a lull in sales during December and January, with the lowest points being in February and April.

When sorting by year, we notice that there are only records for December 2018 sales, so a year-by-year comparison would not yield workable results.

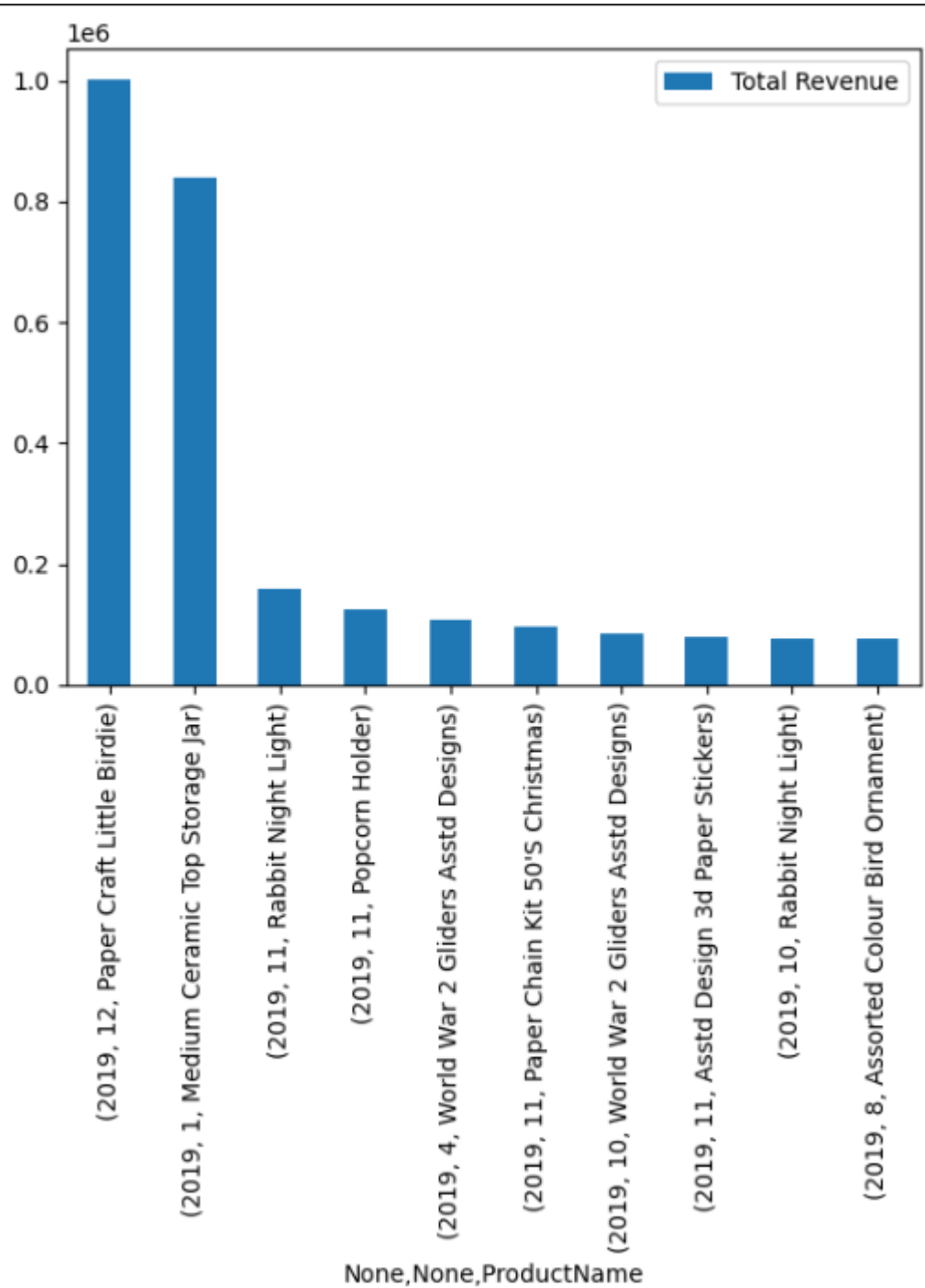
Best-Selling Products

Upon sorting the dataset according to total revenue and product sales, we identify the 10 products that performed the best out of all the products.



We see that the best performing product is “Paper Craft Little Birdie”, followed by “Medium Ceramic Top Storage Jar” and “Popcorn Holder”.

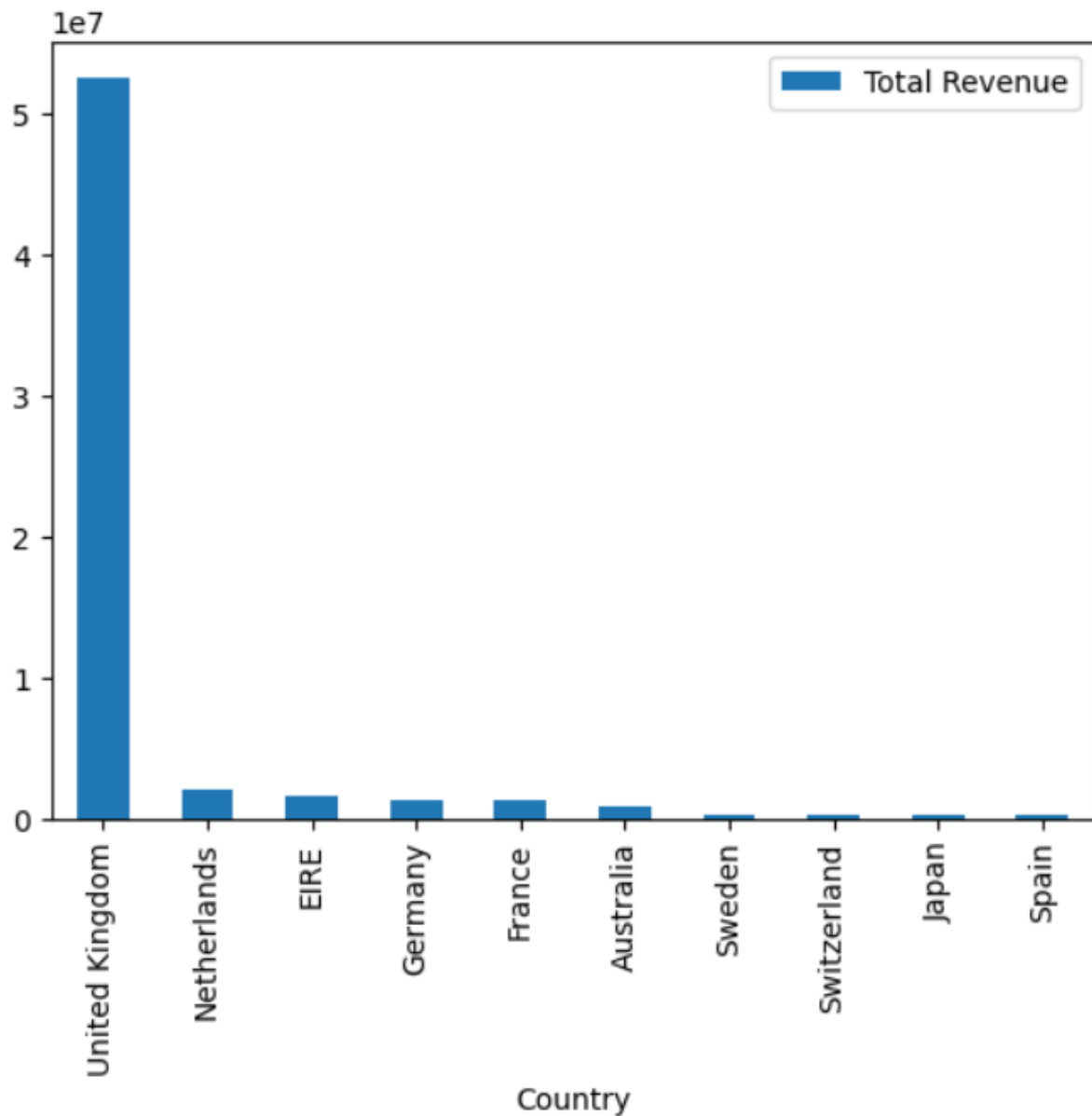
Upon sorting by both product and Month/Year, we get the following visualization



We can see that the best selling product performed the best in December 2019, followed by the second best selling product in January 2019.

Geographical Sales Data

When sorting the data by country and region, we found out the top 10 best performing countries, and the most profitable among them was the United Kingdom.





Key takeaways

Key takeaways from this report are

- That products sell more during the end of the year than at the start of it
- That certain products perform much better than other during those months
- That the United Kingdom and European Region is more profitable than other regions of the world, but Australia is a budding market

Recommendations

Employ strategies to increase sales during the end of the year through end-of-year sales. Invest in the Australian market. Invest in Paper Craft Little Birdies and Medium Ceramic Top Storage Jars