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In [25]:
import pandas as pd
import matplotlib.pyplot as plt
import seaborn as sns

# LOAD DATA
df = pd.read_csv("E-commerce_sales_data.csv")

print(df.head())
print("\nDataset Info:\n")
print(df.info())

# ----- BASIC METRICS -----

print("QUESTION 1: TOTAL SALES")
total_sales = df['Amount'].sum()
print("Total Sales:", total_sales)

print("QUESTION 2: TOTAL PROFIT")
total_profit = df['Profit'].sum()
print("Total Profit:", total_profit)

print("QUESTION 3: OVERALL PROFIT MARGIN")
profit_margin = (total_profit / total_sales) * 100
print("Profit Margin %:", profit_margin)

print("QUESTION 4: AVERAGE ORDER VALUE")
avg_order_value = df['Amount'].mean()
print("Average Order Value:", avg_order_value)

# ----- CATEGORY ANALYSIS -----

print("QUESTION 5: SALES BY CATEGORY")
sales_by_category = df.groupby('Product Category')['Amount'].sum()
print(sales_by_category.sort_values(ascending=False))

print("QUESTION 6: TOP 10 PRODUCTS BY SALES")
top_sales_products = df.groupby('Product Name')['Amount'].sum().sort_values(ascending=False).head(10)
print(top_sales_products)

print("QUESTION 7: TOP 10 PRODUCTS BY PROFIT")
top_profit_products = df.groupby('Product Name')['Profit'].sum().sort_values(ascending=False).head(10)
print(top_profit_products)

print("QUESTION 8: LOSS-MAKING PRODUCTS")
loss_products = df.groupby('Product Name')['Profit'].sum()
print(loss_products[loss_products < 0])

# ----- REGION ANALYSIS -----

print("QUESTION 9: SALES BY REGION")
region_sales = df.groupby('Region')['Amount'].sum()
print(region_sales.sort_values(ascending=False))

print("QUESTION 10: LOSS-MAKING REGIONS")
region_loss = df.groupby('Region')['Profit'].sum()
print(region_loss[region_loss < 0])

# ----- DEMOGRAPHIC -----

print("QUESTION 11: SALES BY GENDER")
print(df.groupby('Gender')['Amount'].sum())

print("QUESTION 12: PROFIT BY GENDER")
print(df.groupby('Gender')['Profit'].sum())

print("QUESTION 13: PAYMENT METHOD USAGE")
print(df['Payment Method'].value_counts())

print("QUESTION 14: PROFIT BY PAYMENT METHOD")
print(df.groupby('Payment Method')['Profit'].sum())

print("QUESTION 15: AVERAGE QUANTITY PER ORDER")
print(df['Quantity'].mean())

# ----- VISUALIZATION -----

# 1 Sales by Category
plt.figure(figsize=(10,5))
sns.barplot(x=sales_by_category.values, y=sales_by_category.index, hue=sales_by_category.index, palette="Blues", legend=False)
plt.title("Sales by Product Category")
plt.show()

# 2 Profit by Category
profit_by_category = df.groupby('Product Category')['Profit'].sum()
plt.figure(figsize=(10,5))
sns.barplot(x=profit_by_category.values, y=profit_by_category.index, hue=profit_by_category.index, palette="Greens", legend=False)
plt.title("Profit by Product Category")
plt.show()

# 3 Sales vs Profit Scatter
plt.figure(figsize=(6,5))
sns.scatterplot(x=df['Amount'], y=df['Profit'])
plt.title("Sales vs Profit Relationship")
plt.show()
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# 4 Sales by Region
plt.figure(figsize=(8,5))
sns.barplot(x=region_sales.index, y=region_sales.values, hue=region_sales.index, palette="Paired", legend=False)
plt.title("Sales by Region")
plt.show()

# 5 Correlation Heatmap
plt.figure(figsize=(6,5))
sns.heatmap(df[['Amount','Profit','Purchase Cost','Quantity']].corr(), annot=True, cmap='coolwarm')
plt.title("Correlation Matrix")
plt.show()
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S No	Customer Name	Customer ID	Product Category	Product Name	Region	\
0	Meena	CUST31122	Books	Rice	Central	
1	Ankit	CUST22917	Beauty	Lipstick	East	
2	Amit	CUST70643	Grocery	Shoes	South	
3	Vikas	CUST48075	Sports	Mixer	West	
4	Priya	CUST71853	Sports	Rice	Central	

	State	City	Gender	Payment Method	Quantity	Rate	\
0	UP	Ahmedabad	Female	Net Banking	10	1818	
1	Tamil Nadu	Jaipur	Female	Net Banking	8	3735	
2	Tamil Nadu	Ahmedabad	Male	Wallet	7	850	
3	Rajasthan	Amritsar	Female	COD	4	2220	
4	UP	Bengaluru	Male	Credit Card	1	1625	

	Purchase Cost	Amount	Profit	Order Date	
0	8685	18180	9495	6/21/2023	
1	8579	29880	21301	10/14/2022	
2	1652	5950	4298	4/1/2024	
3	7052	8880	1828	7/16/2023	
4	5394	1625	-3769	3/26/2023	

Dataset Info:

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 50000 entries, 0 to 49999
Data columns (total 16 columns):
 #   Column           Non-Null Count  Dtype  
 ---  -- 
 0   S No            50000 non-null   int64  
 1   Customer Name   50000 non-null   object  
 2   Customer ID    50000 non-null   object  
 3   Product Category 50000 non-null   object  
 4   Product Name    50000 non-null   object  
 5   Region          50000 non-null   object  
 6   State           50000 non-null   object  
 7   City            50000 non-null   object  
 8   Gender          50000 non-null   object  
 9   Payment Method  50000 non-null   object  
 10  Quantity        50000 non-null   int64  
 11  Rate            50000 non-null   int64  
 12  Purchase Cost  50000 non-null   int64  
 13  Amount          50000 non-null   int64  
 14  Profit          50000 non-null   int64  
 15  Order Date     50000 non-null   object  
dtypes: int64(6), object(10)
memory usage: 6.1+ MB
None
```

QUESTION 1: TOTAL SALES

Total Sales: 729148839

QUESTION 2: TOTAL PROFIT

Total Profit: 453696288

QUESTION 3: OVERALL PROFIT MARGIN

Profit Margin %: 62.22272651798051

QUESTION 4: AVERAGE ORDER VALUE

Average Order Value: 14582.97678

QUESTION 5: SALES BY CATEGORY

Product Category

Beauty	107803755
Sports	104810777
Fashion	104784725
Grocery	104596304
Electronics	103686188
Books	102083929
Home & Kitchen	101383161

Name: Amount, dtype: int64

QUESTION 6: TOP 10 PRODUCTS BY SALES

Product Name

Blender	68609147
Perfume	68119344
Jacket	66735026
Headphones	66052307
Shoes	66028552
Bat	65998121
Notebook	65870157
Mixer	65769317
Mobile	65488308
Rice	65252505

Name: Amount, dtype: int64

QUESTION 7: TOP 10 PRODUCTS BY PROFIT

Product Name

Blender	43112800
Perfume	42976952

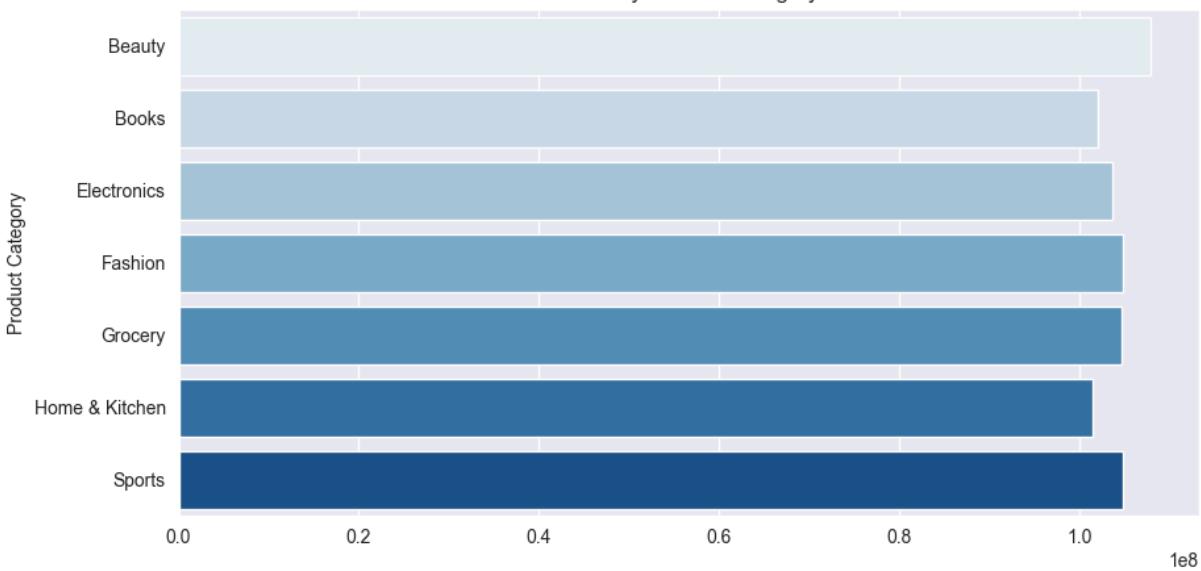
Name: Amount, dtype: int64

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jupyter      41/33470
Mixer        41490489
Bat          41176481
Shoes         40916257
Lipstick      40853554
Headphones    40715497
Rice          40444432
Mobile         40140915
Name: Profit, dtype: int64
QUESTION 8: LOSS-MAKING PRODUCTS
Series([], Name: Profit, dtype: int64)
QUESTION 9: SALES BY REGION
Region
Central      147152751
West          146988319
South          145082341
East          145061650
North          144863778
Name: Amount, dtype: int64
QUESTION 10: LOSS-MAKING REGIONS
Series([], Name: Profit, dtype: int64)
QUESTION 11: SALES BY GENDER
Gender
Female        363872814
Male           365276025
Name: Amount, dtype: int64
QUESTION 12: PROFIT BY GENDER
Gender
Female        226110938
Male           227585350
Name: Profit, dtype: int64
QUESTION 13: PAYMENT METHOD USAGE
Payment Method
Debit Card    8430
COD            8373
Credit Card   8318
UPI            8314
Net Banking   8293
Wallet          8272
Name: count, dtype: int64
QUESTION 14: PROFIT BY PAYMENT METHOD
Payment Method
COD            74770497
Credit Card   75542095
Debit Card    77067378
Net Banking   77644397
UPI            73669105
Wallet          75002816
Name: Profit, dtype: int64
QUESTION 15: AVERAGE QUANTITY PER ORDER
5.5

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Sales by Product Category



Profit by Product Category

