

# E-Commerce Sales Analysis

Welcome! This presentation will analyze e-commerce sales data to uncover key insights and identify areas for improvement.

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# Project Objectives

## ● Understand Trends

Identify patterns and seasonal fluctuations

## ● Top Products

Pinpoint high-performing items and categories



# Data Description

## Source

Internal sales database

## Features

Product ID, Order Date, Customer ID,  
Quantity, Revenue

## Records

Over 1 million transactions



# Data Cleaning & Preprocessing

## **Missing Values**

Imputed using median for numerical features

## **Duplicates**

Removed using unique identifier columns



# Exploratory Data Analysis (EDA)

- 1

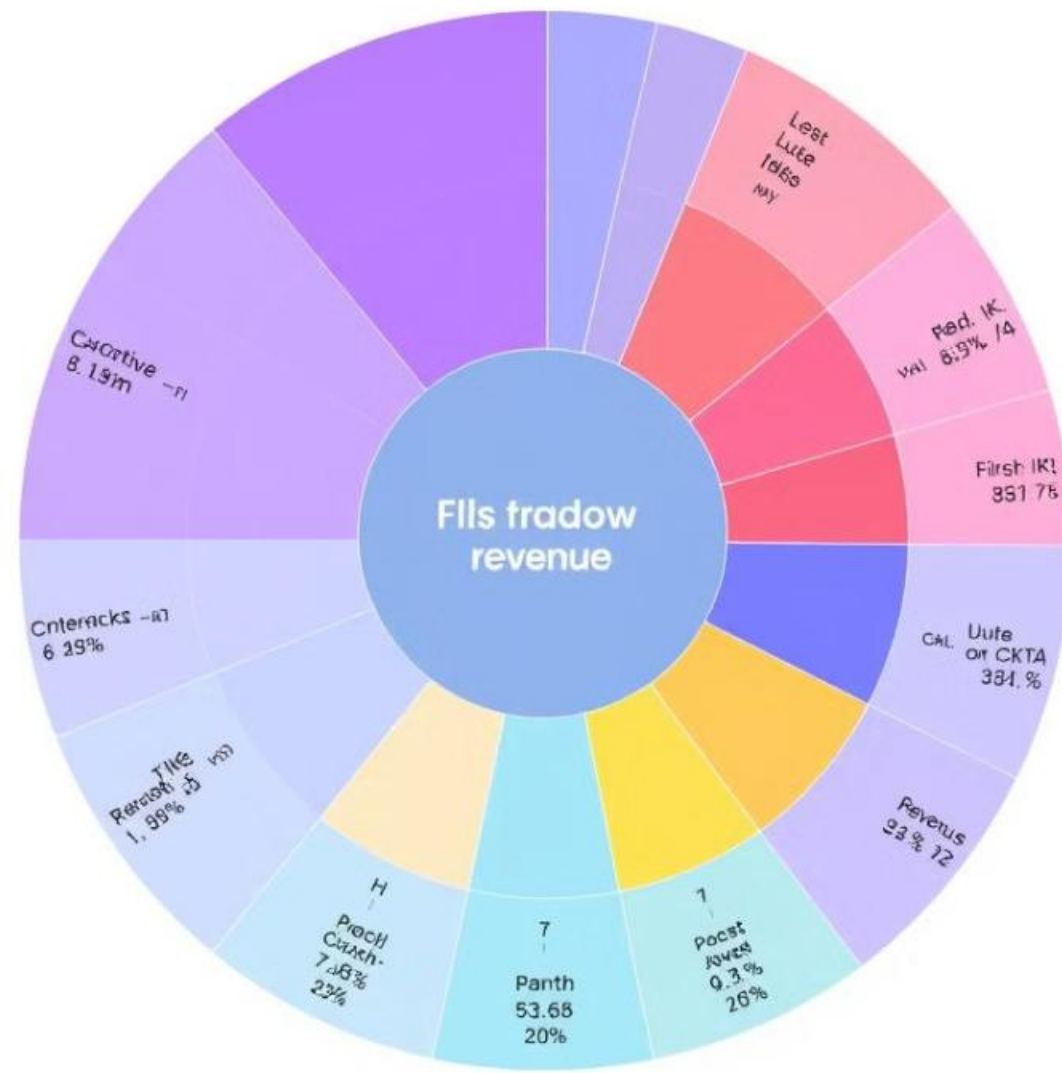
Monthly Sales

Consistent growth with peak in Q4
- 2

Yearly Sales

Double-digit growth since 2022





# Top Products & Categories

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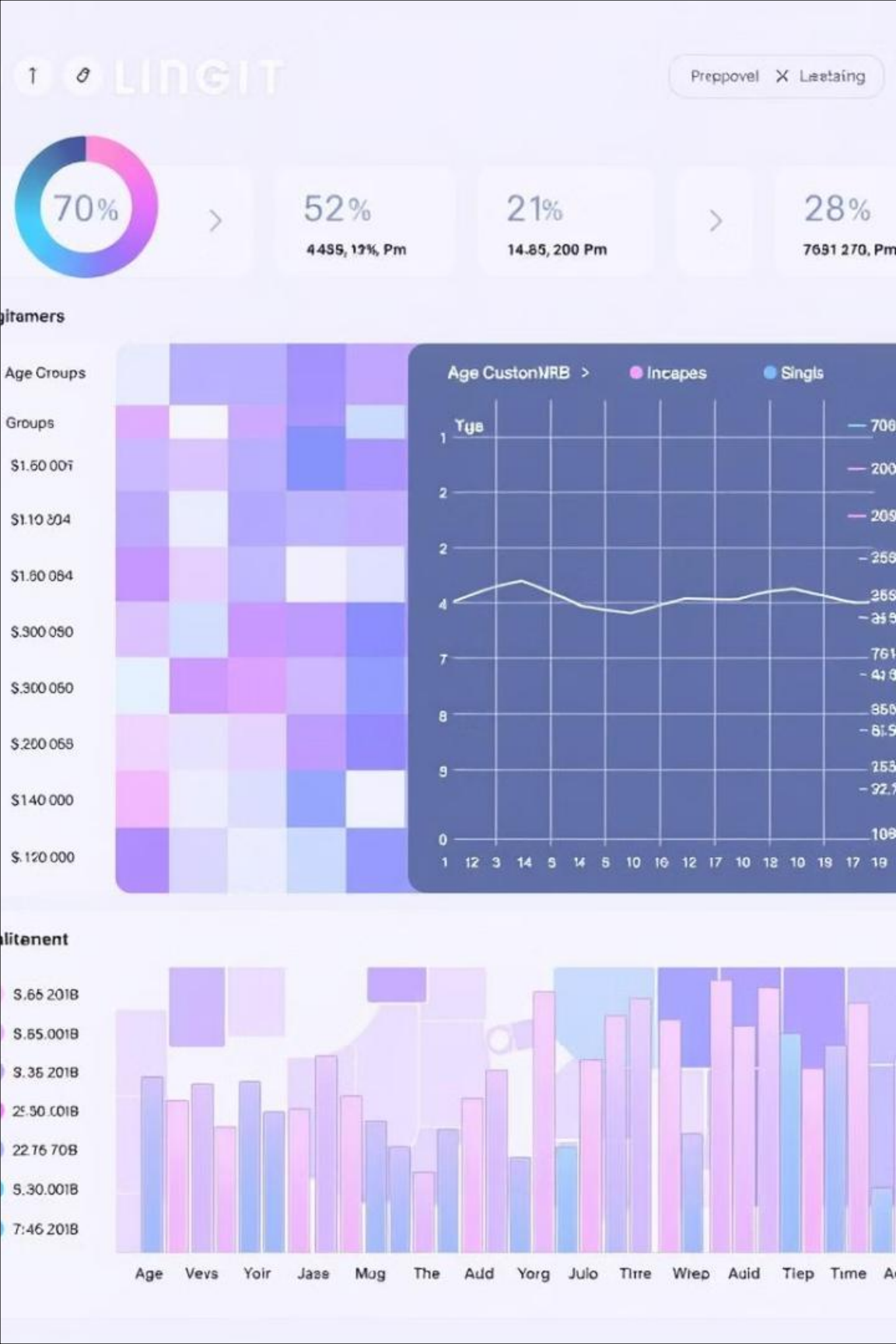
Top Products

Account for 25% of revenue

10

Top Categories

Generate 80% of overall sales



# Customer Insights



## Demographics

Majority: 25-45 years old, urban areas

## Repeat Customers

Contribute 60% of revenue

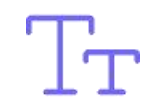


# Geographical Analysis



## West Coast

Strongest growth since 2023



## South East

Slight decline in Q4 2024



# Recommendations



Thanks