E-commerce Sales Analysis

Problem Statement

Identify trends and patterns in our sales data to understand customer behavior and preferences.

Abstract

E-commerce sales analysis is a critical process for online retailers seeking to understand and improve their business performance. This analysis involves the examination of vast datasets containing transactional information, customer demographics, product details, and more. By leveraging tools like Python and libraries such as Pandas, Matplotlib, and Seaborn, analysts can extract valuable insights from this data.

The goal of e-commerce sales analysis is to uncover patterns, trends, and correlations that can inform strategic decision-making. For example, analysts may identify which products are top sellers, understand customer purchasing behavior, or optimize pricing strategies based on market demand. Additionally, sentiment analysis of customer reviews and feedback can provide valuable insights into customer satisfaction and product perception.

Visualization plays a crucial role in e-commerce sales analysis, as it helps to present complex data in a clear and understandable manner. Through the use of charts, graphs, and dashboards, analysts can communicate their findings effectively to stakeholders and drive actionable insights.

Overall, e-commerce sales analysis is essential for businesses to stay competitive in the digital marketplace by enabling data-driven decision-making and continuous improvement of their online retail operations.

Objectives:

Objective 1: Analyze e-commerce sales data to optimize marketing strategies.

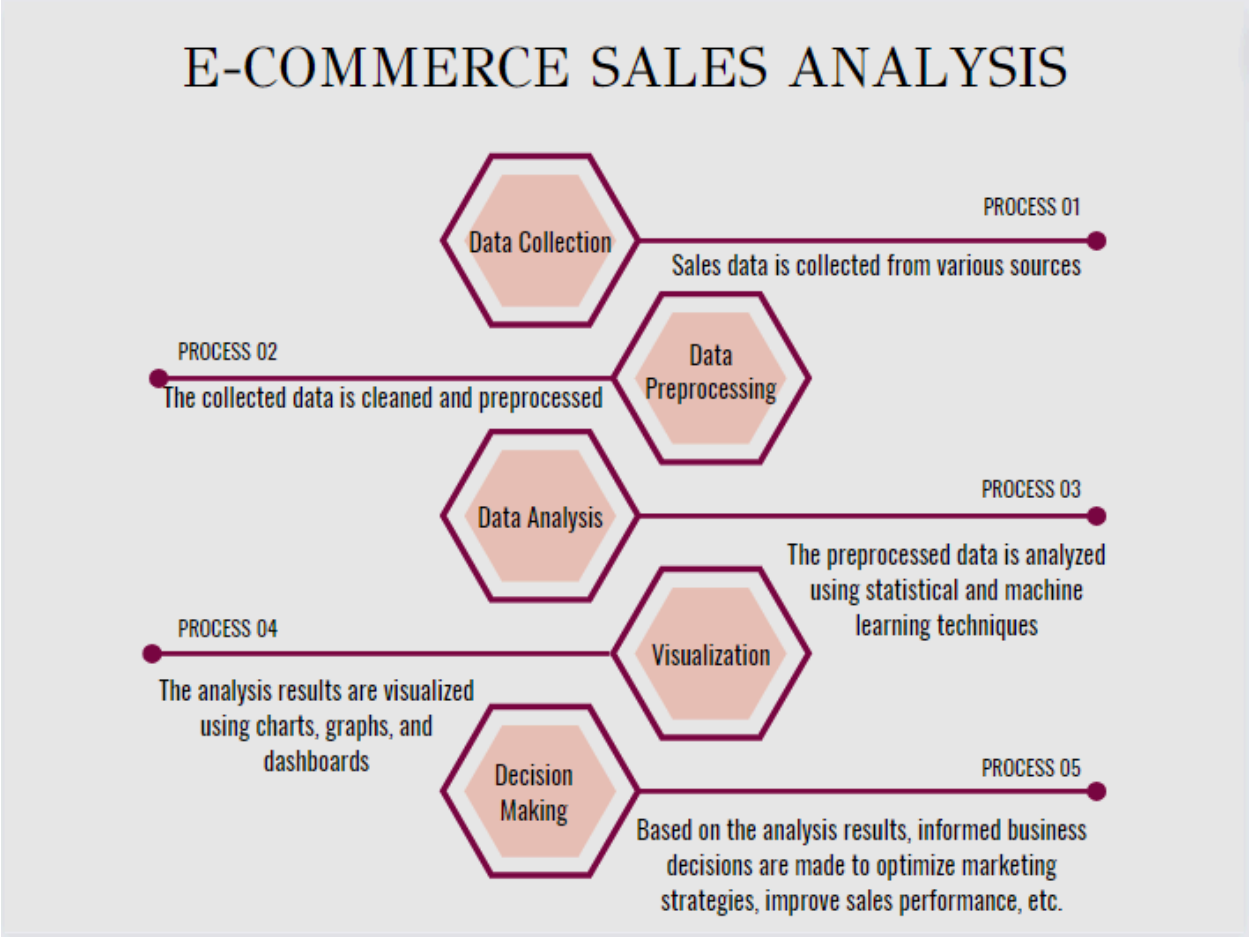
Objective 2: Design data-driven recommendations to improve e-commerce sales performance.

Outcomes:

Outcome 1 : Students will be able to assess the impact of pricing changes on sales revenue by analyzing sales data before and after implementing the changes.

Outcome 2 : Students will be able to propose data-driven recommendations to improve sales performance based on their analysis of e-commerce sales data.

Solution(Flow diagram):



Dataset:

https://drive.google.com/file/d/1K9KSgZBQmyhyDFW4FDzR_0ofXJQloXRu/view?usp=d

Team Members:

A.Manish(160122737031)
P.Joe Rohan(160122737053)
Y.Umesh(160122737066)