

E-Commerce Sales Analysis Project

- 1.** You need to calculate the monthly sales of the store and identify which month had the highest sales and which month had the lowest sales.
- 2.** You need to analyze sales based on product categories and determine which category has the lowest sales and which category has the highest sales.
- 3.** The sales analysis needs to be done based on sub-categories.
- 4.** You need to analyze the monthly profit from sales and determine which month had the highest profit.
- 5.** Analyze the profit by category and sub-category.
- 6.** Analyze the sales and profit by customer segment.
- 7.** Analyze the sales to profit ratio.