

E-commerce Product Analysis

Sales Performance Analysis



Month

January

February

March

Payment_Method

Cash on Deliv...

Credit Card

Debit Card

Category

Beauty

Books

Clothing

is_weekend

False

True

757.28K

Sum of Final_Price(Rs.)

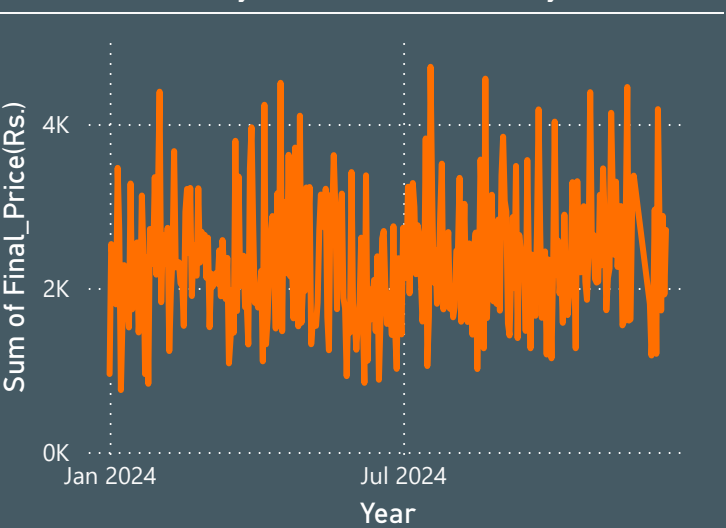
3660

Total Orders

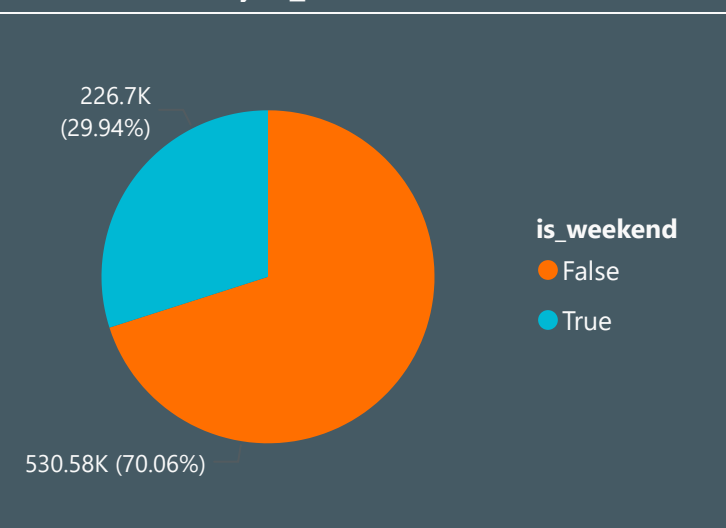
206.91

Average Sales per Invoice

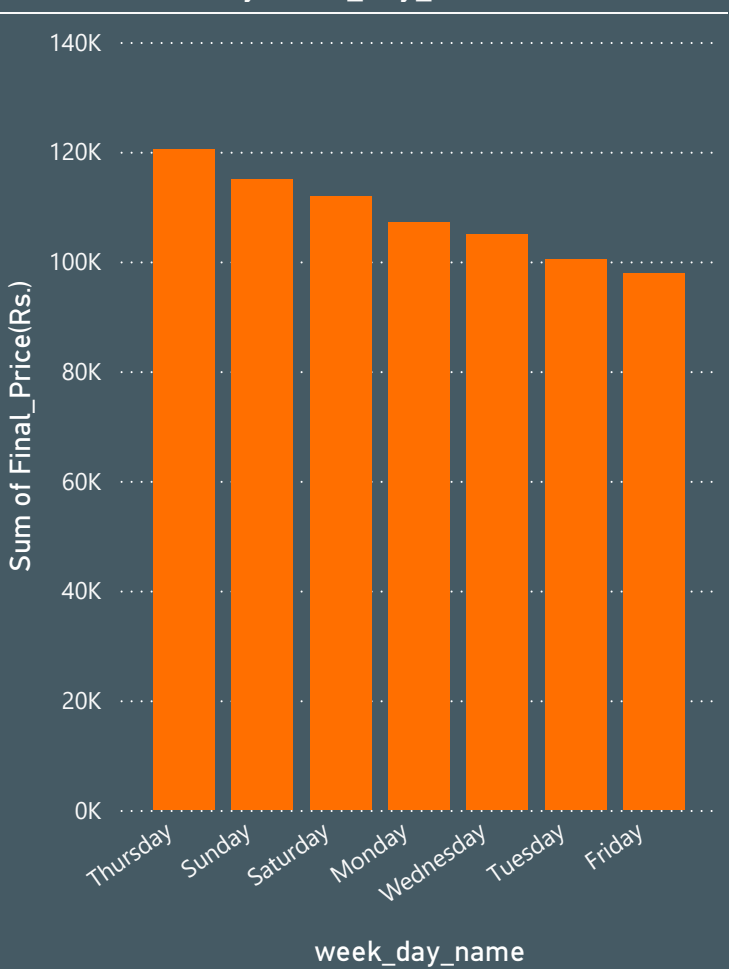
Total Revenue by Year, Month and Day



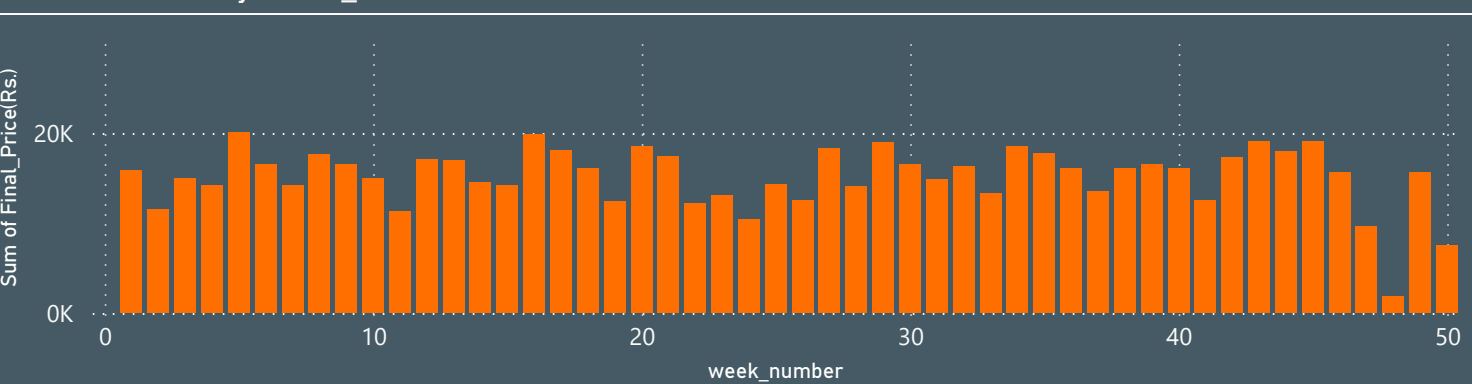
Total Revenue by is_weekend



Total Revenue by week_day_name



Total Revenue by week_number



E-commerce Product Analysis

PRODUCT & CUSTOMER INSIGHTS



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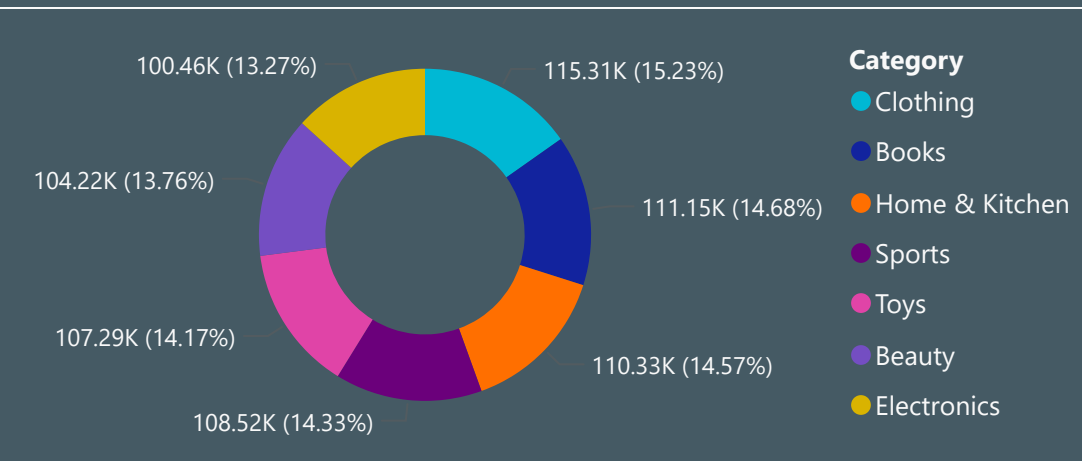
False

True

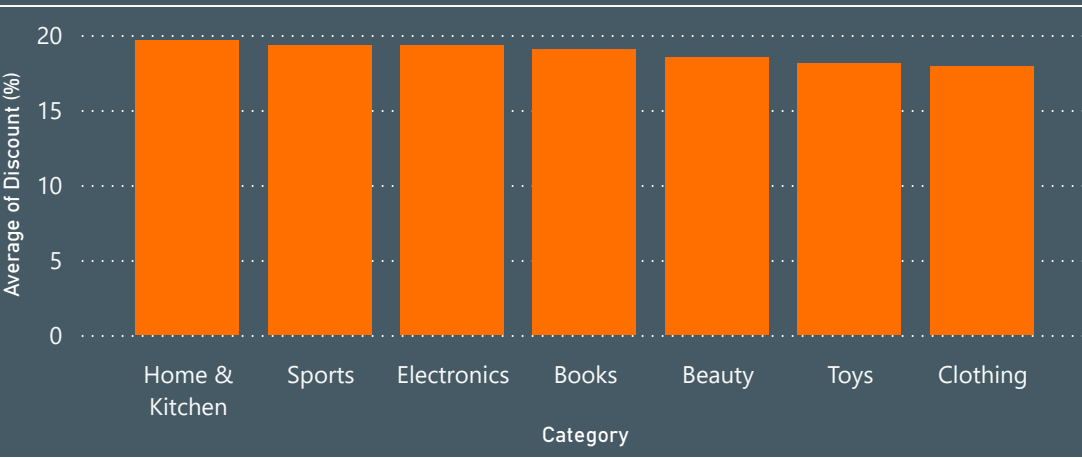
206.91

Avg Spend per Customer

Total Revenue by Category



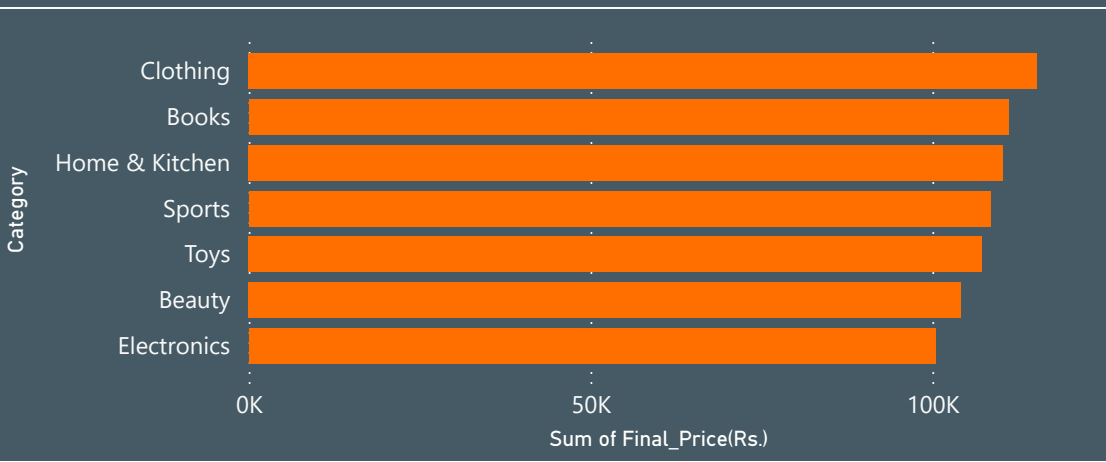
Average of Discount (%) by Category



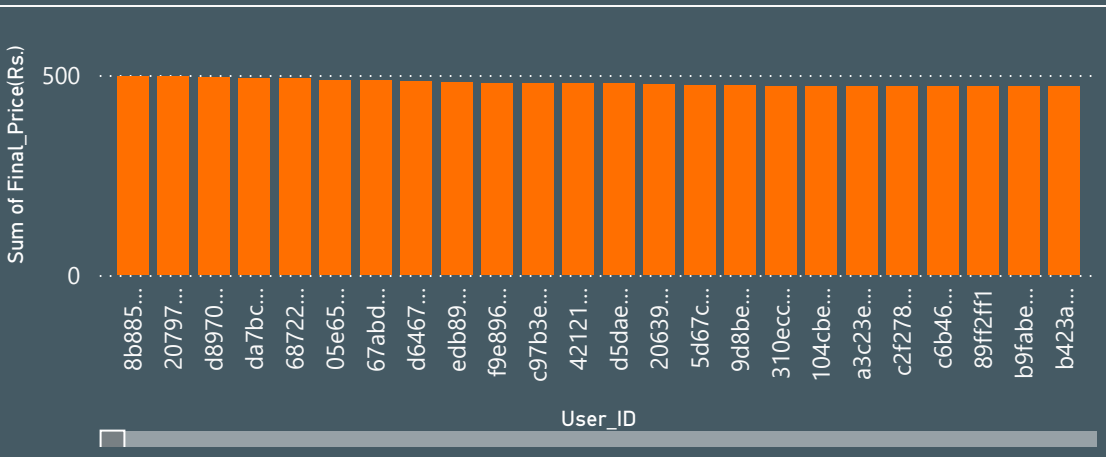
3660

Unique Customers

Total Revenue by Category



Total Revenue by User_ID



E-commerce Product Analysis

DISCOUNT & PAYMENT INSIGHTS



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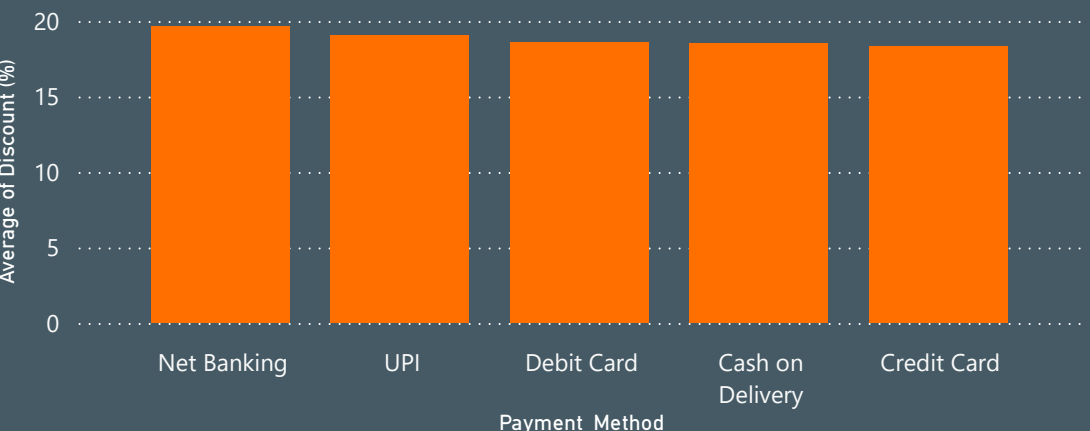
False

True

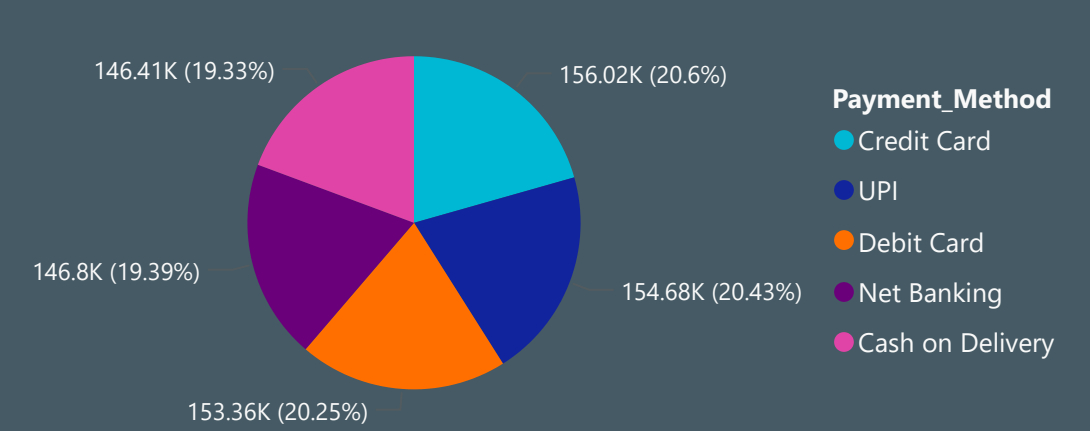
18.83

Average of Discount (%)

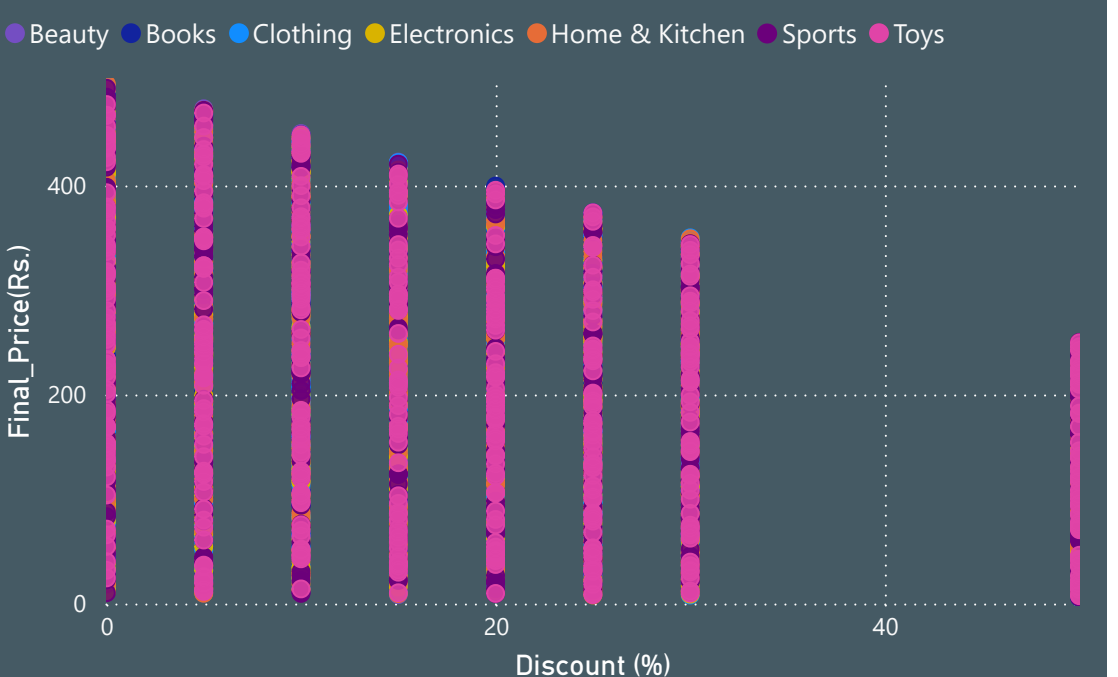
Average of Discount (%) by Payment_Method



Total Revenue by Payment_Method



Category, Discount (%) and Total Revenue



Average of Discount (%) by Product_ID

