SALES

DATA ANALYSIS

PROPOSAL

Context

Sales data for economic data analysis belongs to Open Data Commons organization

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Project Objectives

Analysis of sales data is very important and necessary for businesses of different sizes. Analyzing sales, leads to tracking most profitable products as well as the ones that aren't moving. It helps in identifying the most profitable customers, and improving sales process.

DATA DESCRIPTION

The dataset consists of 15 columns and 34867 rows. There are missing values.

```
Column              Non-Null Count       Dtype
------              --------------       -----
index               34867 non-null       int64
date                34866 non-null       object
year                34866 non-null       float64
month               34866 non-null       object
customer_age        34866 non-null       float64
customer_gender     34866 non-null       object
country             34866 non-null       object
state               34866 non-null       object
product_category    34865 non-null       object
sub_category        34866 non-null       object
quantity            34864 non-null       float64
unit_cost           34866 non-null       float64
unit_price          34866 non-null       float64
cost                34866 non-null       float64
revenue             34867 non-null       float64
```