Sales Analytics in E-Commerce

Description

This dataset contains sales data from an e-commerce platform.

Analysis Needs

- Descriptive analysis to understand the distribution of sales data.
- Analyze sales performance by product category and time.
- Identify customer buying patterns.
- Recommendations to increase sales.

Visualization

- Histograms and box plots for the distribution of sales data.
- Bar charts for sales performance by product category.
- Line charts for sales trends based on time.
- Scatter plots for analysis of customer buying patterns.
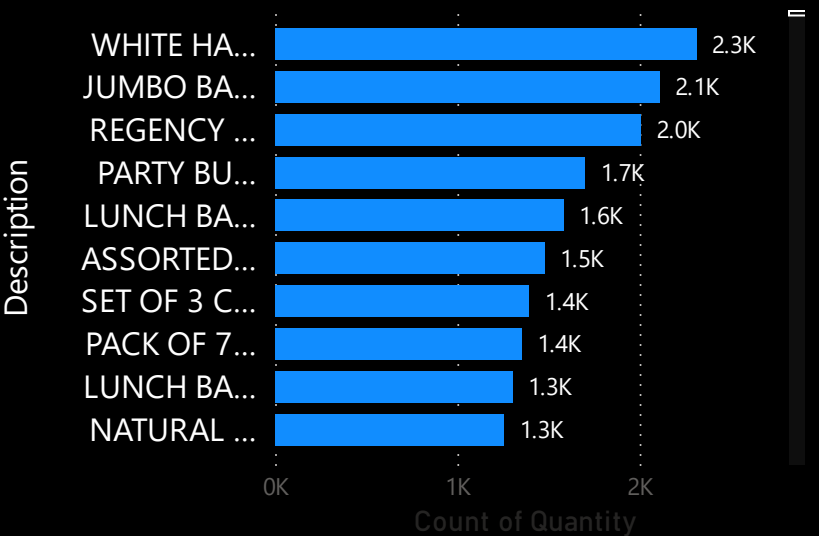
Sales Analytics in E-Commerce
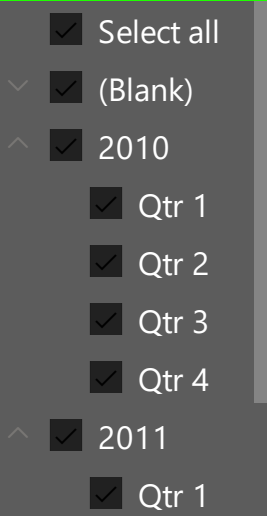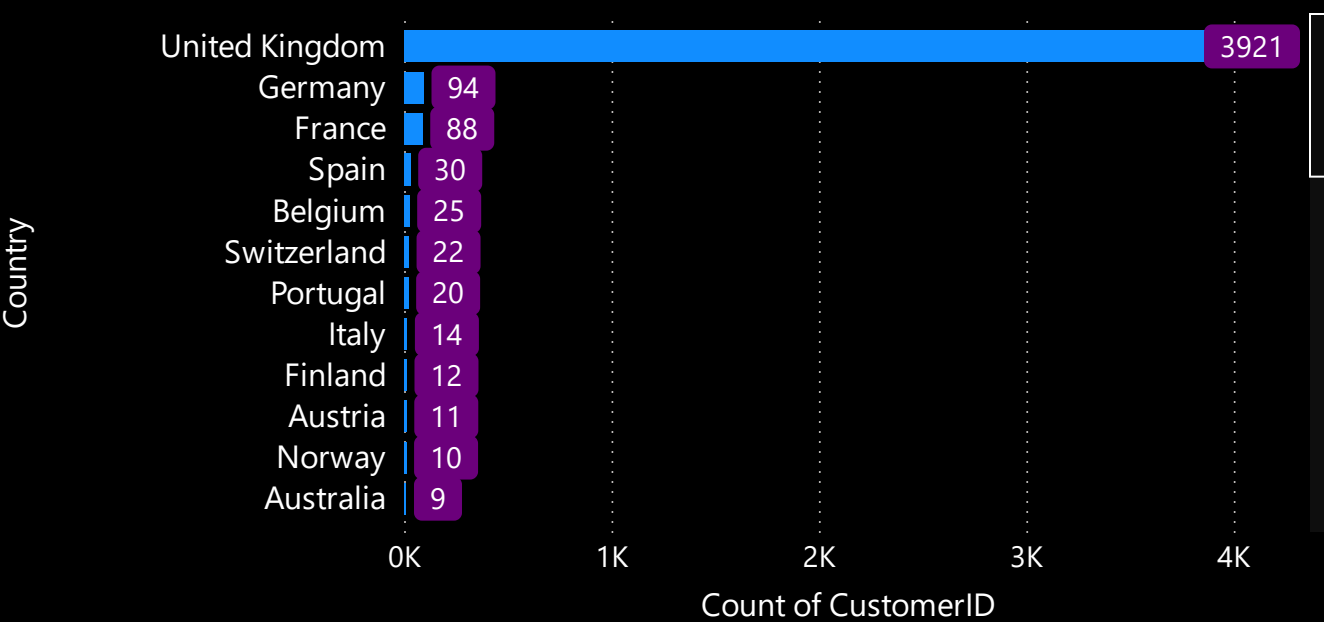
Total Customers

4.34K

Total Products Sold

6M

Number of products sold

Description	Count of Quantity
WHITE HA...	2.3K
JUMBO BA...	2.1K
REGENCY ...	2.0K
PARTY BU...	1.7K
LUNCH BA...	1.6K
ASSORTED...	1.5K
SET OF 3 C...	1.4K
PACK OF 7...	1.4K
LUNCH BA...	1.3K
NATURAL ...	1.3K

Slicer Trend

- ☑ Select all
- ☑ (Blank)
- ☑ 2010
  - ☑ Qtr 1
  - ☑ Qtr 2
  - ☑ Qtr 3
  - ☑ Qtr 4
- ☑ 2011
  - ☑ Qtr 1

Segmentation by Country

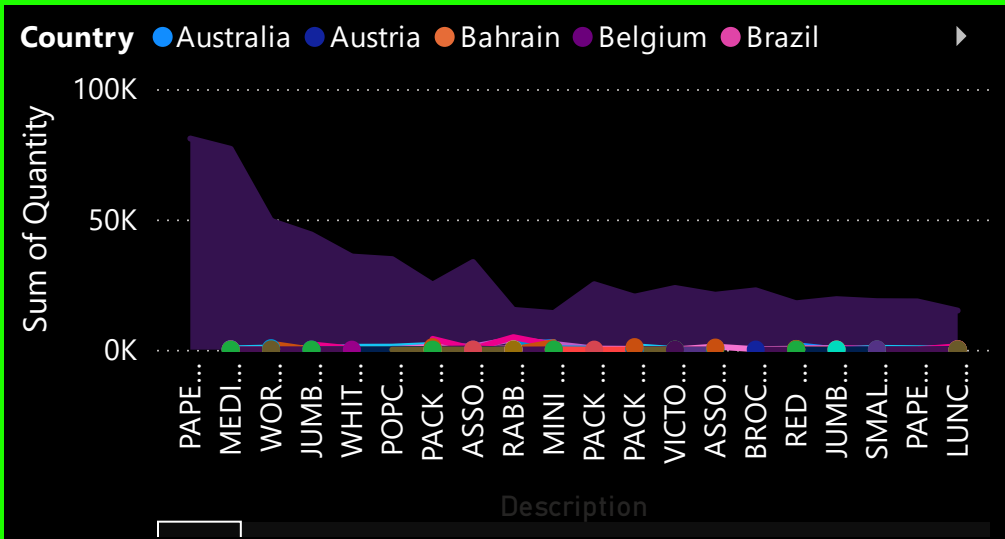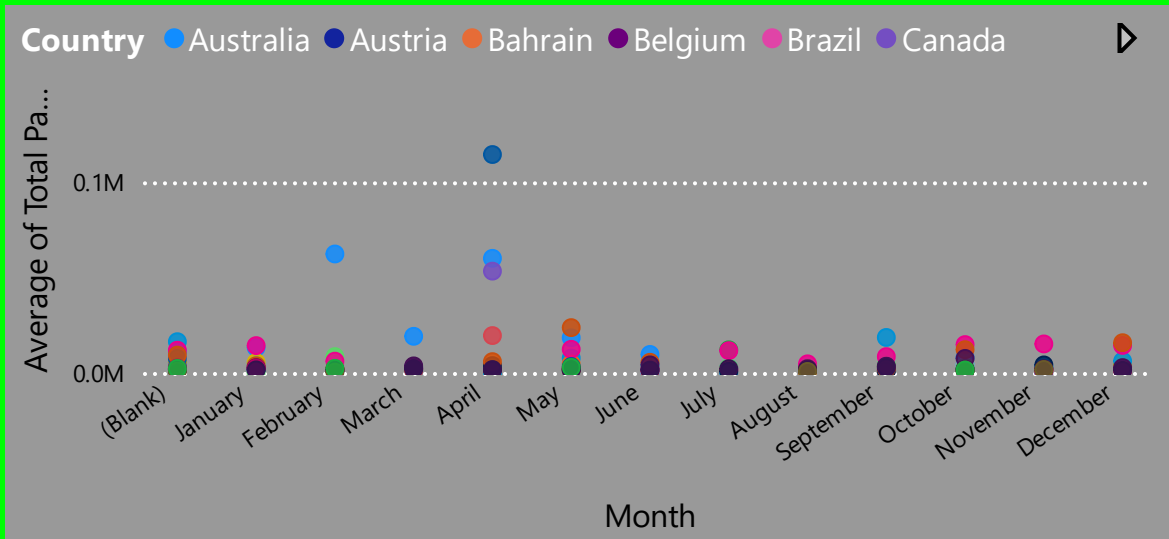| Country	Count of CustomerID
United Kingdom	3921
Germany	94
France	88
Spain	30
Belgium	25
Switzerland	22
Portugal	20
Italy	14
Finland	12
Austria	11
Norway	10
Australia	9

Analysis

- Total customers were 4.34K during the period 2010-2011.
- Total products sold were 6M during the period 2010-2011.
- The most sold product in e-commerce is the "WHITE HANGING HEART T-LIGHT HOLDER" product which sold 2,311 units.
- Then the country with the most customers is "United Kingdom" which reaches 39K/3.921 customers.
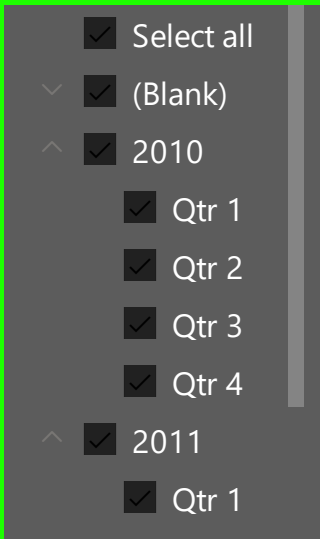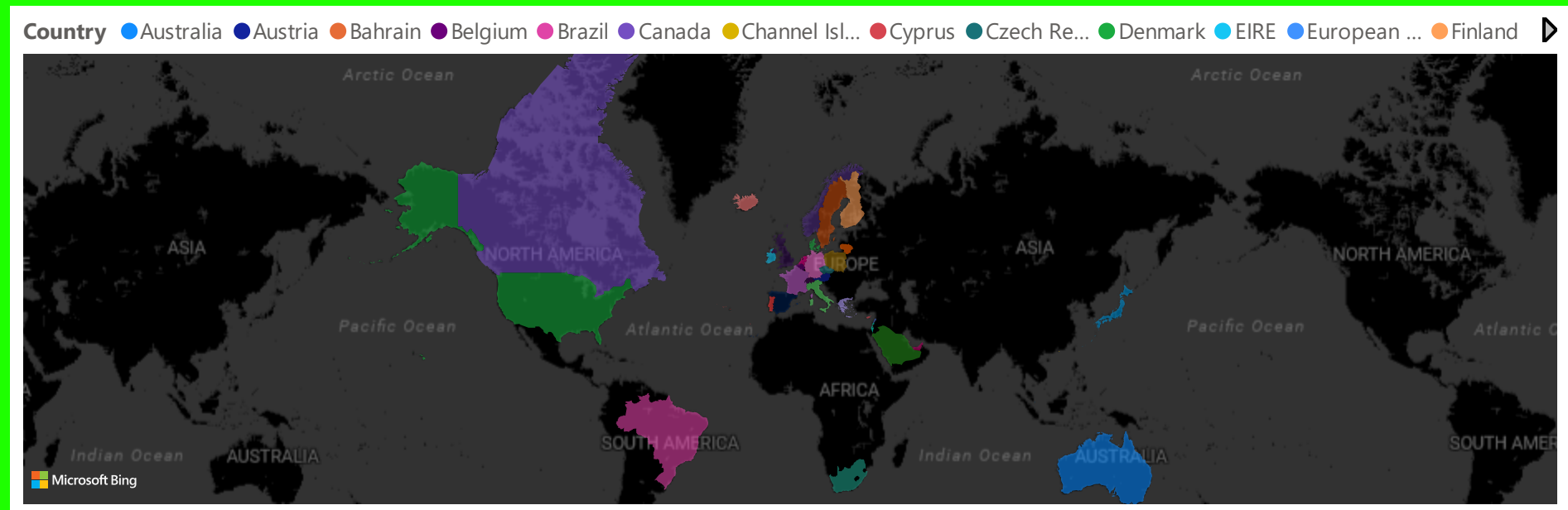
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Trend Product Sold

Country ●Australia ●Austria ●Bahrain ●Belgium ●Brazil ▶

Sum of Quantity — 100K, 50K, 0K

Description: PAPE... MEDI... WOR... JUMB... WHIT... POPC... PACK... ASSO... RABB... MINI... PACK... PACK... VICTO... ASSO... BROC... RED... JUMB... SMAL... PAPE... LUNC...

Analysis of Customer Buying Patterns

Country ●Australia ●Austria ●Bahrain ●Belgium ●Brazil ●Canada ▶

Average of Total Pa... — 0.1M, 0.0M

Month: (Blank) January February March April May June July August September October November December

Slicer Trend

- ☑ Select all
- ☑ (Blank)
- ☑ 2010
  - ☑ Qtr 1
  - ☑ Qtr 2
  - ☑ Qtr 3
  - ☑ Qtr 4
- ☑ 2011
  - ☑ Qtr 1

Clasification by Country

Country ●Australia ●Austria ●Bahrain ●Belgium ●Brazil ●Canada ●Channel Isl... ●Cyprus ●Czech Re... ●Denmark ●EIRE ●European ... ●Finland ▶

Microsoft Bing

Analysis

- The total of the most sold products in various countries is "PAPER CRAFT LITTLE BIRDIE".
- This means that the product is in great demand in various countries, to continue to increase customer trust, it is necessary to have maximum service, both in various products and in other services, especially services in e-commers.