

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

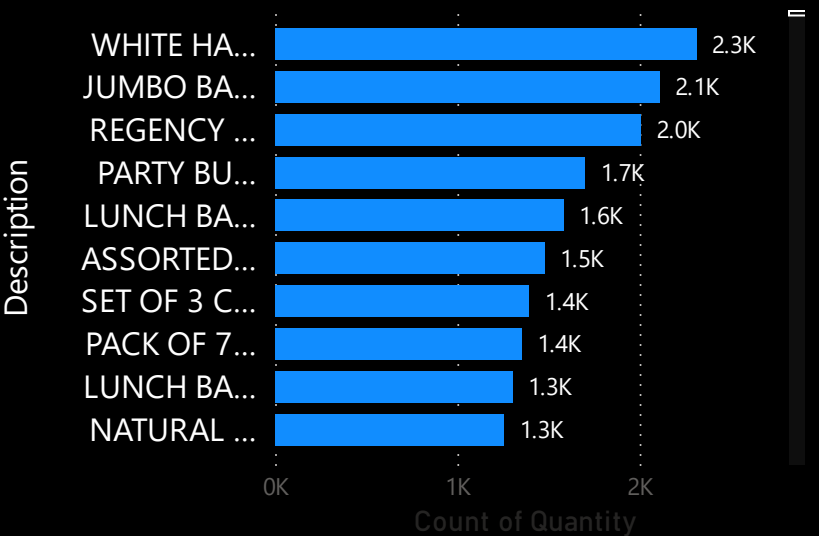
Total Customers

392.69K

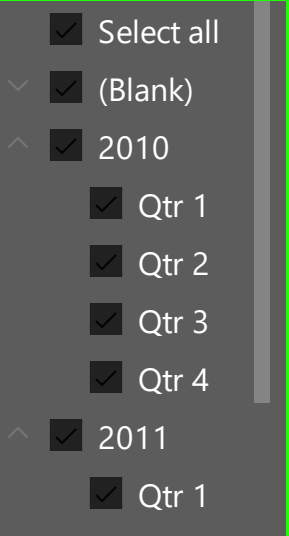
Total Products Sold

524.88K

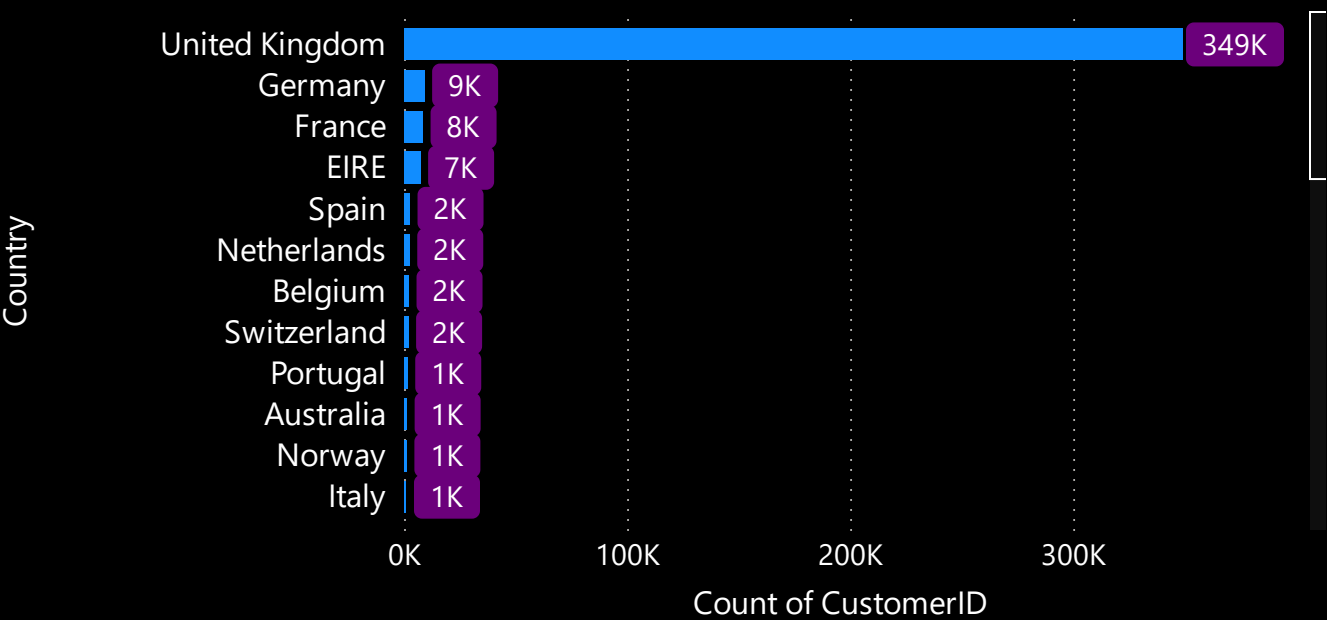
Number of products sold



Slicer Trend



Segmentation by Country

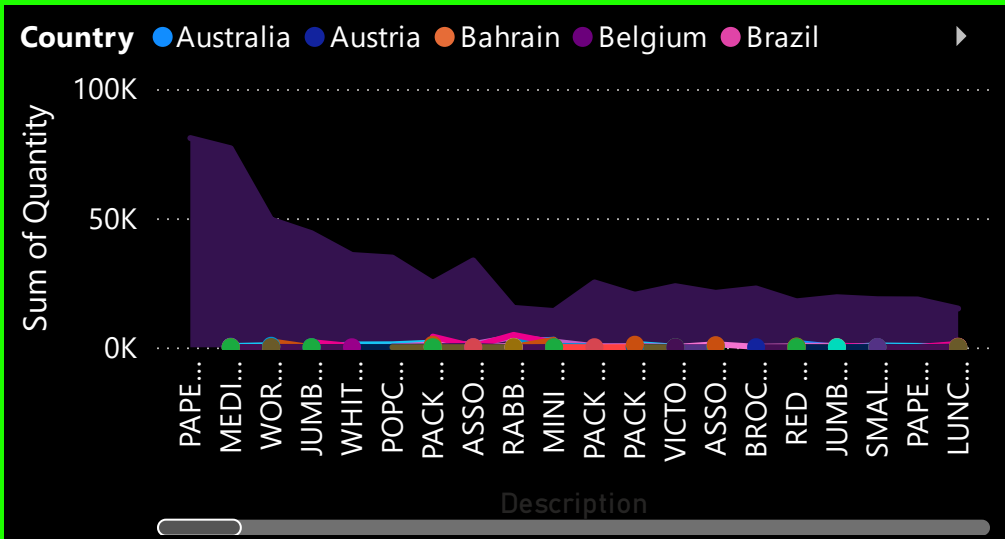


Analysis

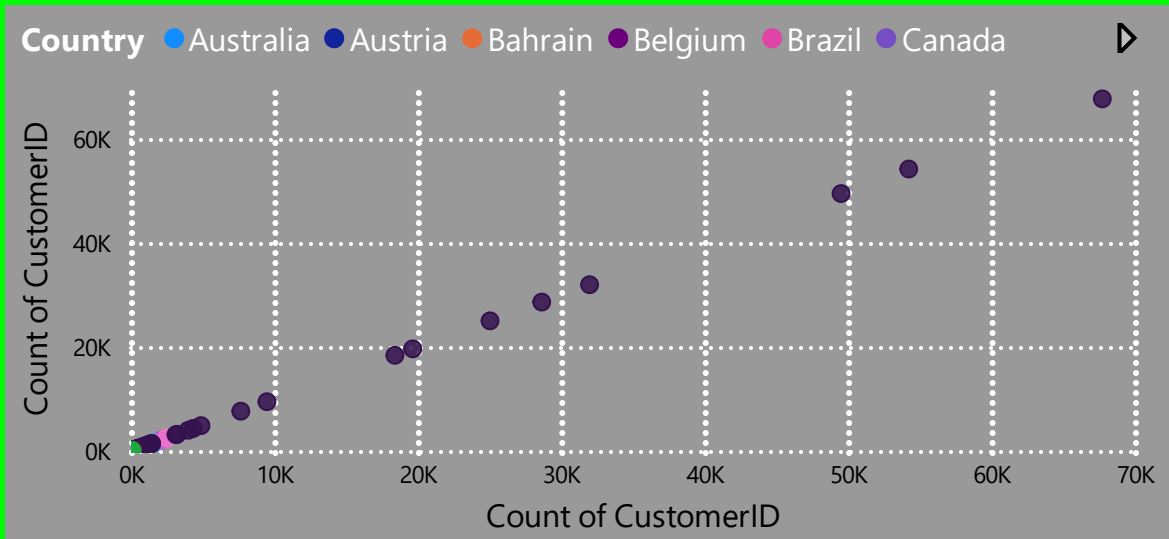
- Total customers were 392.69 K during the period 2010-2011.
- Total products sold were 524.88 K during the period 2010-2011.
- The most sold product in e-commerce is the "WHITE HANGING HEART T-LIGHT HOLDER" product which sold 2,311 units.
- Then the country with the most customers is "United Kingdom" which reaches 349,203 customers.

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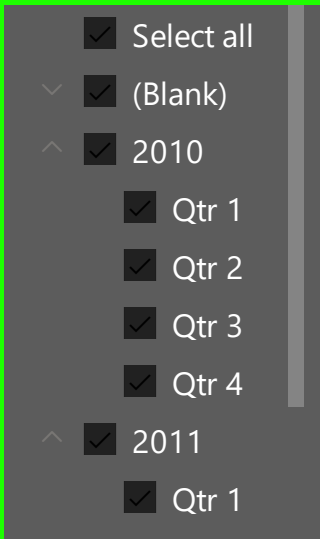
Trend Product Sold



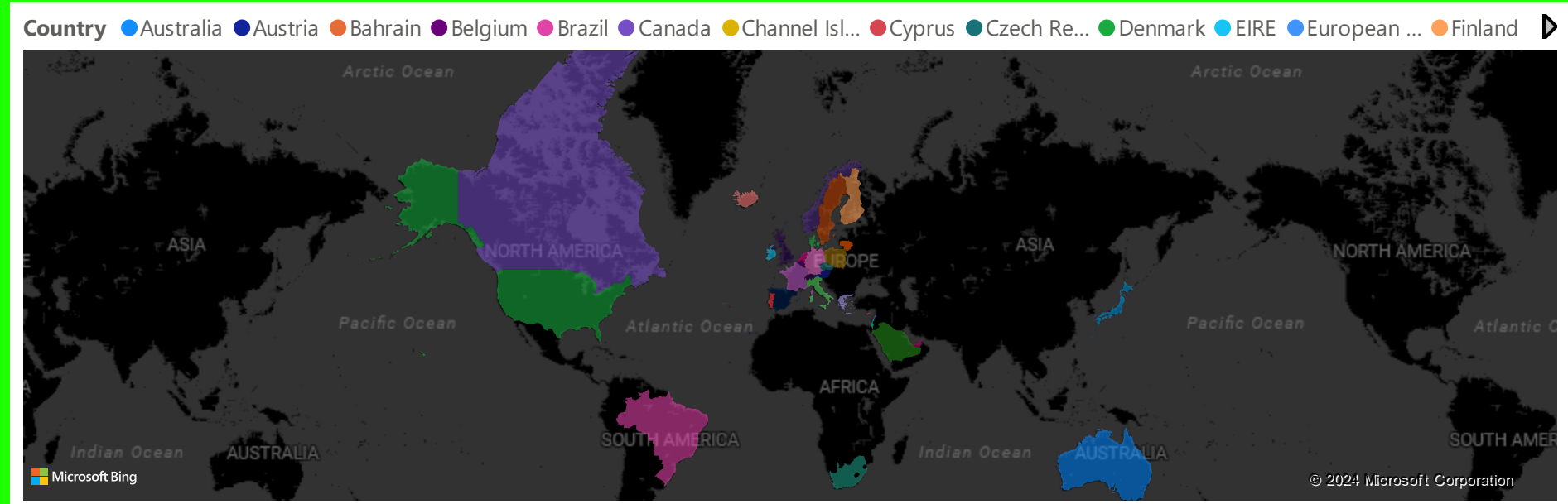
Analysis of Customer Buying Patterns



Slicer Trend



Clasifcation by Country



Analysis

- The total of the most sold products in various countries is "MEDIUM CERAMIC TOP STORAGE JAR".
- 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.