

Project Overview

This analysis examines customer behaviour and sales trends from an e-commerce platform using Excel and Tableau. The goal is to derive actionable business insights from historical purchase and profit data.

Insights

- Returning customers aged 25-40 account for over 50% of total revenue.
- High-value customers tend to buy Electronics and Furniture.
- Gold members have highest average spending.
- Discounts are applied to 50% of unsatisfied customers.