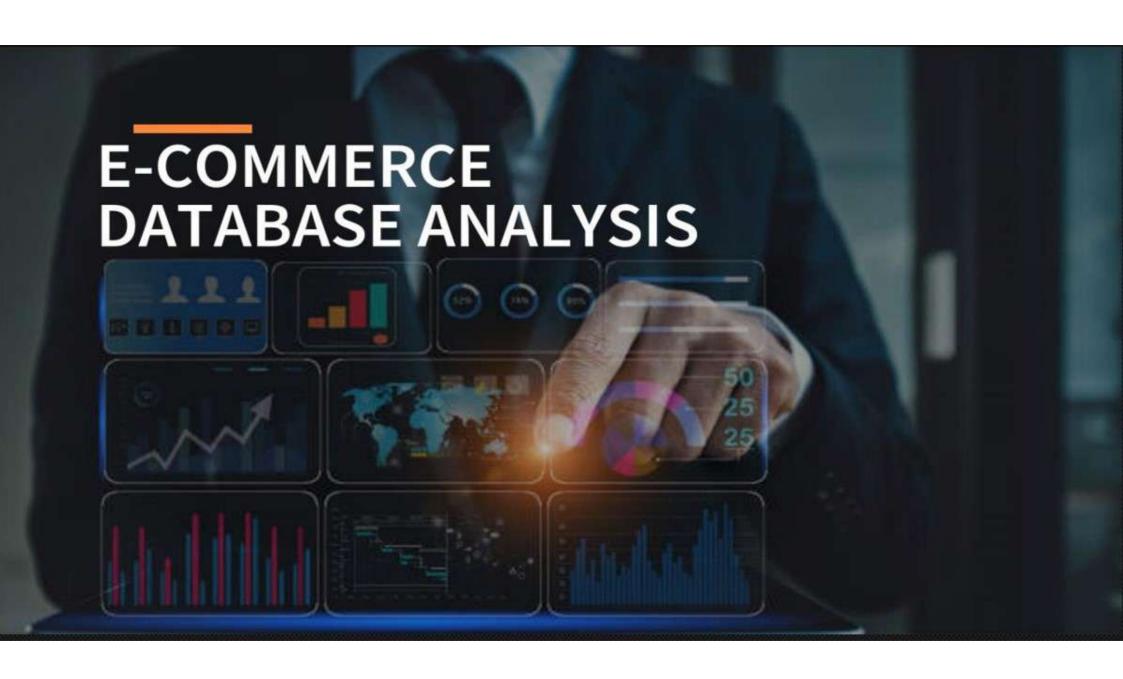# E – Commerce Sales Analysis Full Project

FOR DATA ANALYST & DATA SCIENCE

1. You need to calculate the monthly sales of the store and identify which month had the highest sales and which month had the lowest sales.

2. You need to analyze sales based on product categories and determine which category has the lowest sales and which category has the highest sales.

3. The sales analysis needs to be done based on sub-categories

4. You need to analyze the monthly profit from sales and determine which month had the highest profit.

5. Analyze the profit by category and sub-category.

6. Analyze the sales and profit by customer segment

7. Analyze the sales to profit ratio