EXCEL HACKATHON PROBLEM STATEMENT

ECOMMERCE DATA ANALYSIS AND VISUALIZATION

Datamatics Ltd sells unique all-occasion gifts and other items to customers. Many customers of the company are wholesalers. This is a data set from a UK-based company. This data set contains all the transactions occurring between 01/12/2010 and 09/12/2011. The goal of this hackathon is to visualize the sales of this company. Below are the details of the dataset.

VariableName - Description
InvoiceNo: Unique ID to identify each Invoice
StockCode: Unique ID for each item in stock
Description: A short description for each item
Quantity: Number of items bought
UnitPrice: The price of each item
Customer ID: Unique ID for each customer
Country The country were the costumer live

As it is a growing company, they want to know their annual sales and their customers. Below listed are a few very important problems for which they want to know solutions so that they can improve their sales next year.

1. Find out the total number of customers in every country so that they can increase sales of the items in that country. List the country where both least and highest items are purchased.

2. Display top 10 orders of customers.

3. Find out how the price is varying over 2 years.

4. To get a clear picture about sales of products, find out how many unique stock codes and what are the total number of customers.

5. Check in which month the highest number of invoices are issued.

6. How many unique stock codes are present in the dataset to know which stock are highest and least.

7. Come out with the item which is most frequently purchased by customers so that company can increase production of that product.

8. How much money is spent by the customers?
Hint: Money spent= Quantity* unit price

9. Show monthly wise distribution of number of orders of customers

10. What are the total number of orders for each country?

11. How much money is spent by each country?

12. In 2010 what was the total sales of the United Kingdom and France?

13. In 2011, what is the total amount of money spent by different countries?

14. In November and December 2011 how price was distributed in the United Kingdom?

15. Find insights apart from the above insights for better understanding of products and its sale.

Important: What are the 3 most important insights and recommendations that you can provide to the company based on the previous questions?

16. Create a ppt which shows your charts, insights and conclusion for the above problem.

Best Wishes:)