E – Commerce Sales Analysis Full Project

FOR DATA ANALYST & DATA SCIENCE

Presented By:-
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Sneha Agarwal

E-COMMERCE DATABASE ANALYSIS


pantaloons


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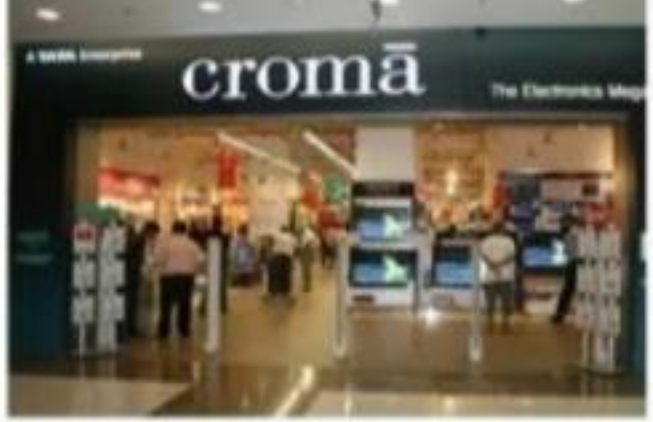
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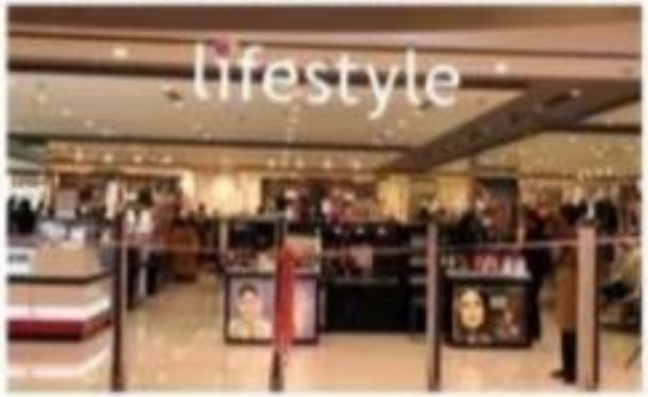
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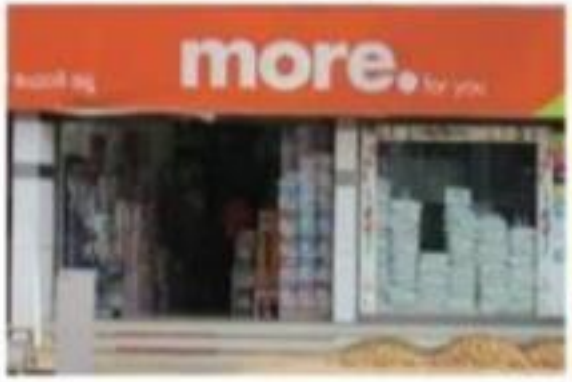
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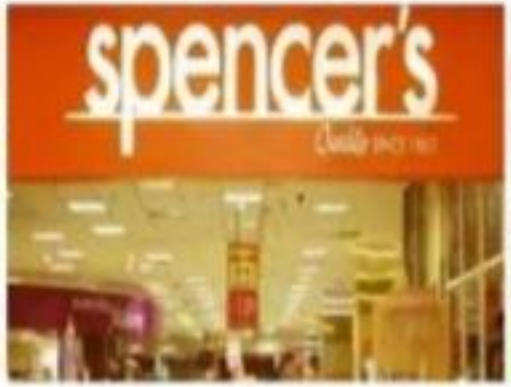
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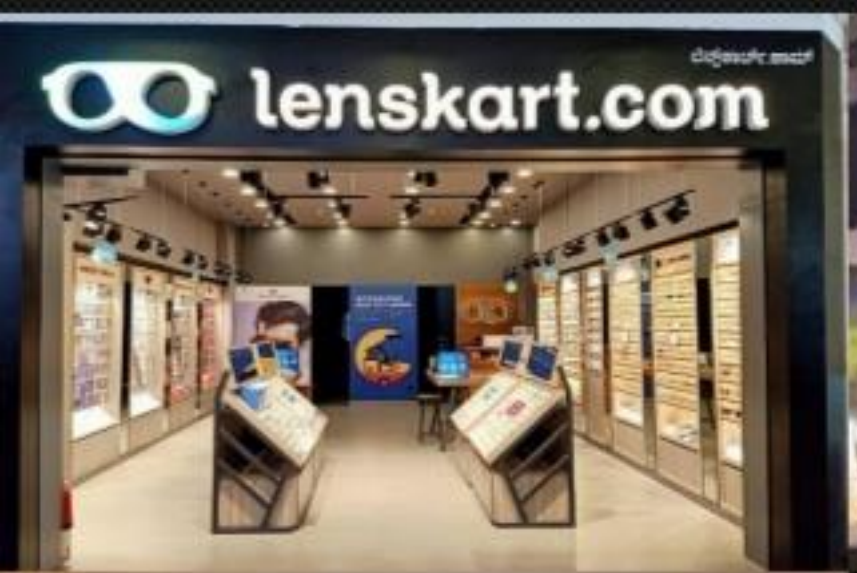
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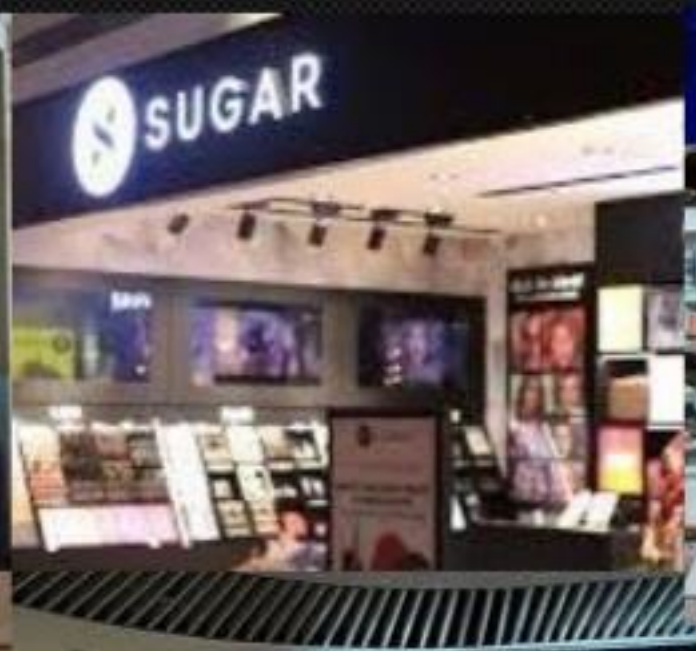
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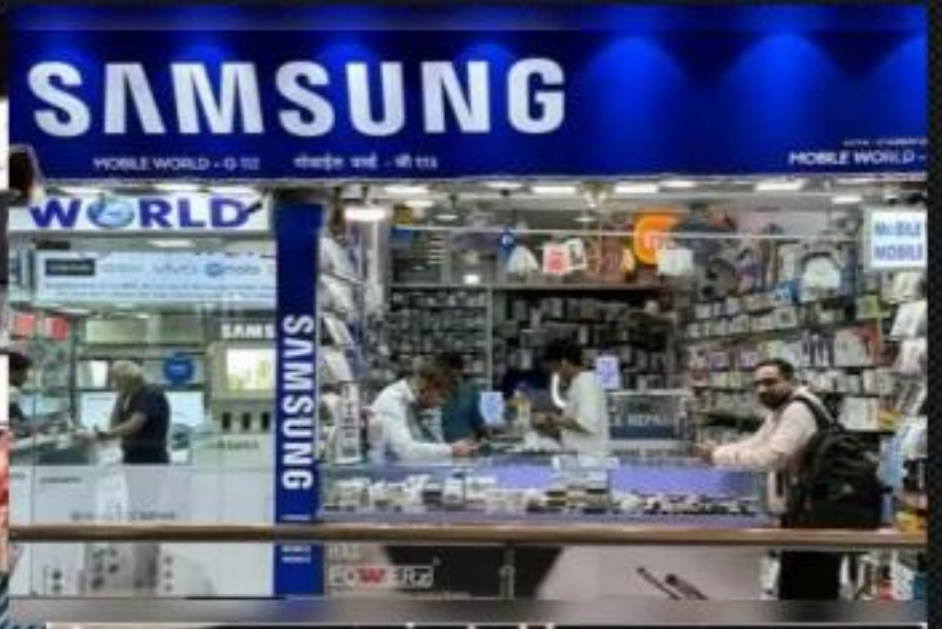
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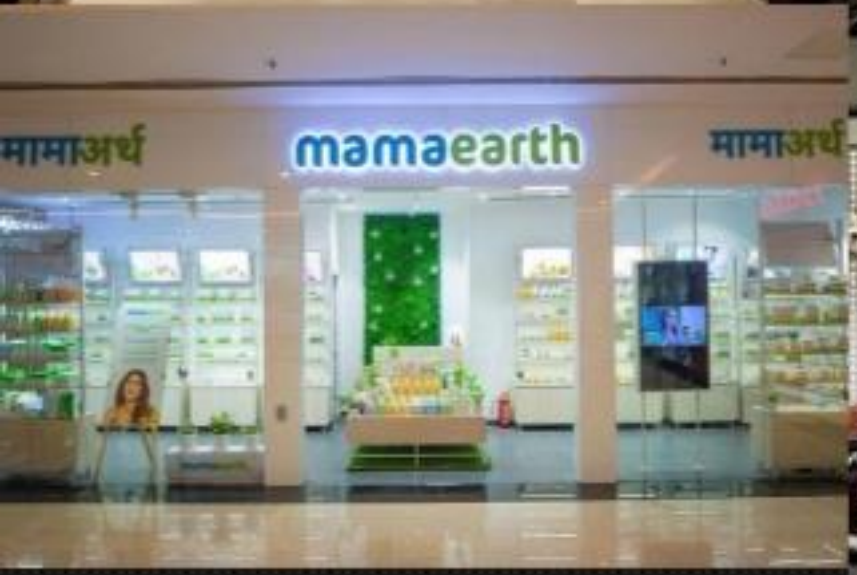
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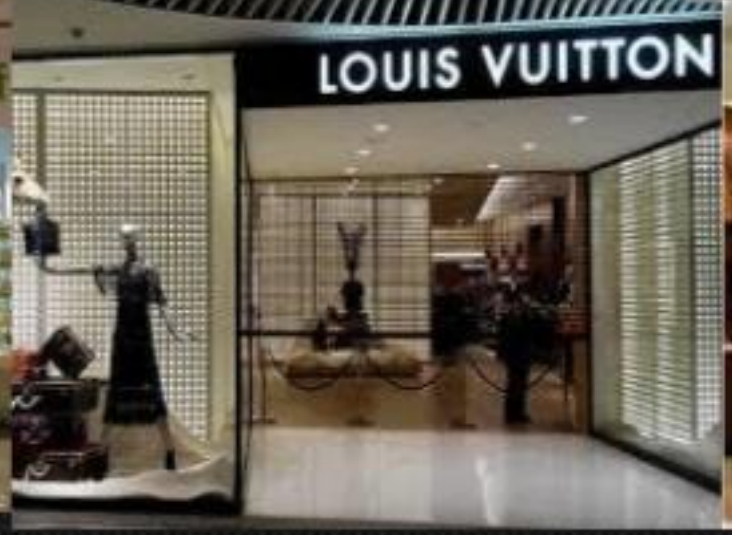
LOUIS VUITTON


SONY

OBJECTIVE OF THE PROJECT :-

The primary objective of this project is to analyze sales data from an e-commerce platform to gain insights into customer behavior, sales trends, and factors influencing revenue generation. The analysis helps businesses make data-driven decisions to improve their sales strategy.

PROBLEM STATEMENT:

- With the growing competition in the e-commerce industry, businesses face challenges in understanding customer preferences, predicting sales trends, and optimizing their marketing strategies. My project aims to address these challenges by analyzing sales data and extracting valuable insights.

TECHNOLOGIES AND TOOLS USED:-

For this analysis, we have used the following technologies and tools:

Python for data processing and analysis

Pandas and NumPy for data manipulation

Plotly for data visualization

Jupyter Notebook as the development environment

This project highlights data visualization, analytics, and storytelling expertise to drive strategic business decisions.

KEY INSIGHTS FROM ANALYSIS:

- Through my analysis, I was able to extract important business insights, such as:
- Top-Selling Products: Certain categories consistently generate the highest revenue.
- Seasonal Sales Trends: Sales peak during festivals and holiday seasons.
- Customer Purchasing Behavior: Returning customers contribute significantly to revenue.
- Regional Sales Performance: Some locations outperform others, suggesting targeted marketing opportunities.

CONCLUSION:-

This project provided actionable insights that can help businesses optimize sales strategies, improve customer retention, and increase revenue.

- ***THANK YOU***