iNEURON

E-COMMERCE DATA ANALYSIS

DETAILED PROJECT REPORT

PREPARED BY

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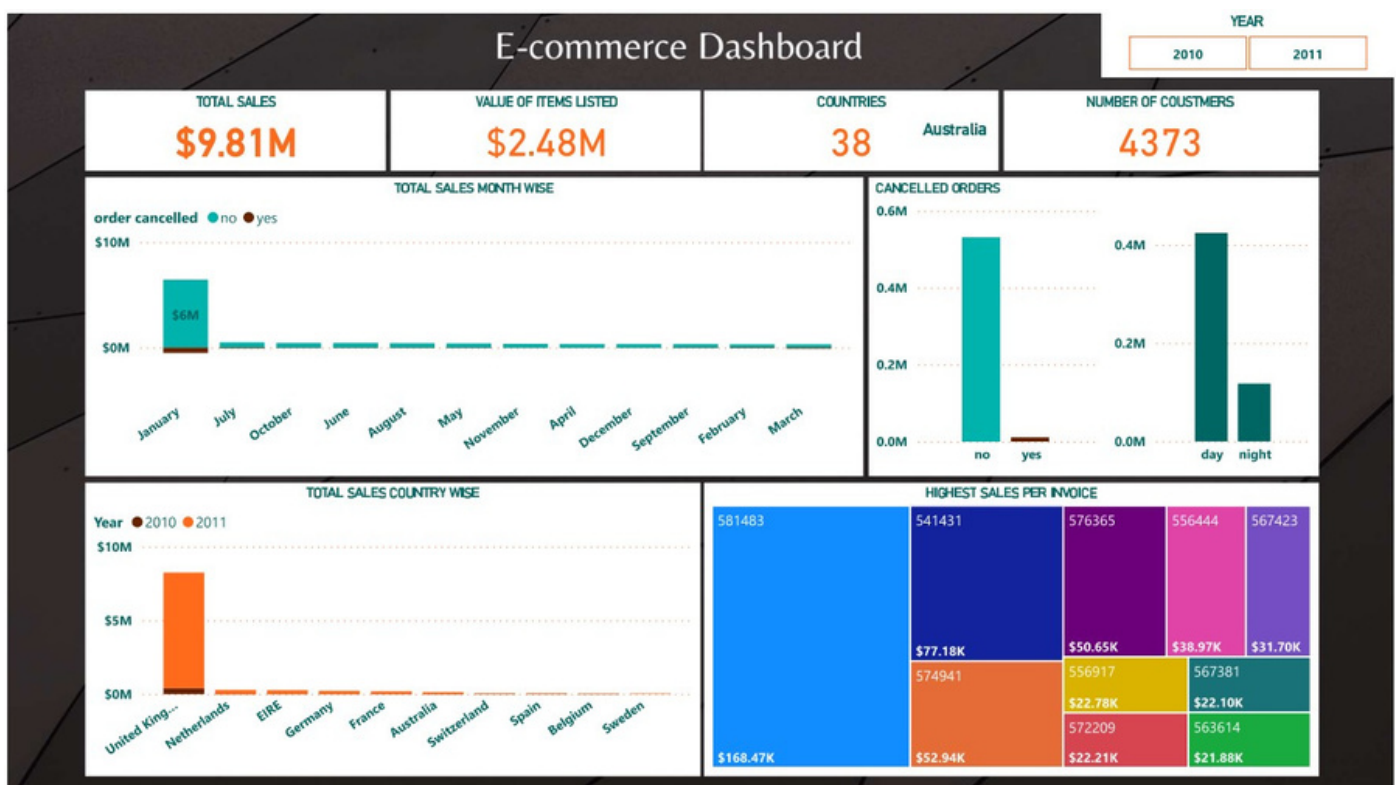
PROJECT DETAIL

OBJECTIVE

- Use the Saved Sample – E-Commerce database.
- Prepare a table of Sales and Profit month-wise in working sheet.
- Prepare the sales table region-wise in the working sheet.
- Create User Control Combo box for Product Category.
- Create Column Chart of month-wise table and region-wise table.
- Link the table with combo box

PROBLEM STATEMENT

E-commerce (electronic commerce) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. These business transactions occur either as business-to-business (B2B), business-to consumer (B2C), consumer-to-consumer or consumer-to-business.

DATASET INFORMATION

- Total sales - 9.81 million USD
- value of all the items listed on the e commerce site - 2.48 million USD
- number of countries the website operates is 38
- total number of costumers - 4000 plus

- Among all the countries the highest amount of sale comes from united kingdom.
- Month of January sees considerably high sales compared to other months of year.
- In 2011 the sales were high when compared to the year 2010.
- No there is a very negligible amount of orders which were canceled.
- Most of the orders were placed during day time
- costumer id no. 581483 has the highest contribution towards sales.

THANK YOU