Interfaz de usuario gráfica, Aplicación

Descripción generada automáticamente**BIG DATA CASE STUDY (**[**ONLINE SALES DATA**](file:///C:\Users\asier\Desktop\Big%20Data\Case%20Study\OnlineSalesData.csv)**)**

**Are there specific months or seasons where sales increase?**

After calculating the average total revenue per month, we can see that in the first months of the year, during winter and spring, the total revenue is much higher than in the summer, where the total revenue is almost the half that usually is.

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Descripción generada automáticamenteWhich product categories perform the best?**

After checking the total revenue by product category, it turns out that Electronics is the one making the most cash. Home Appliances and Sports are also doing pretty well, but Electronics is clearly the top category.

**Does the price of a product appear to affect the number of units sold?**

Yes. The number of units sold is higher when its price is lower.

**Gráfico, Gráfico de dispersión

Descripción generada automáticamente**

**What trends or patterns did you discover in the data?**

The data shows a correlation of **0.67114**, which means there's a pretty strong link between the product category and revenue. Basically, the type of product you sell seems to have a big impact on how much revenue you make.

**How could the business use these findings to improve its decision-making?**

If certain product categories are giving higher revenue, the business could prioritize these categories in marketing efforts, inventory management, and sales strategies.