**DATA ANALYSIS CAPSTONE PROJECT**

**Project Title:**

**"Insights into E-Commerce Sales: Analyzing Trends, Customer Behavior, and Revenue Patterns"**

**Download link: https://www.kaggle.com/datasets/benroshan/ecommerce-data**

**Project Objectives:**

1. Analyze sales data to identify trends and patterns.
2. Perform customer segmentation based on purchasing behavior.
3. Develop visualizations to communicate findings effectively.
4. Provide actionable insights for business growth and decision-making.

**Deliverables:**

1. **Report:** A detailed report with explanations of the analysis, steps taken, and key insights.
2. **Visualizations:** Include at least 5 clear and meaningful visualizations.
3. **Code Notebook:** Well-documented Python code (or any tool used).
4. **Presentation:** A concise PowerPoint or PDF summarizing findings.

**Learning Outcomes:**

1. Understand the end-to-end data analysis process.
2. Learn how to clean and preprocess raw data.
3. Gain experience in creating meaningful visualizations.
4. Develop actionable insights from data for decision-making.
5. Understand customer behavior and sales trends in a real-world scenario.

**Tools and Skills:**

* **Tools:** Python (Pandas, Matplotlib, Seaborn), SQL, Excel, Power BI, or Tableau.
* **Skills:** Data cleaning, visualization, EDA, segmentation, and communication of insights.’

**BONUS:**

**USE THE FAKER DATASET YOU CREATED WITH PYTHON TO VISUALIZE ON POWER BI**