**Descriptive Analytics Assignment**

You have been assigned as a business analyst for a leading online retail company specializing in furniture and office supplies. A dataset of 51,290 transactions between 2013 to 2016 has been given to you. The dataset contains the columns Row ID, Order ID, Order Date, Ship Date, Ship Mode, Customer ID, Customer Name, Segment, Postal Code, City, State, Country, Region, Market, Product ID, Category , Sub-Category, Product Name, Sales, Quantity, Discount, Profit, Shipping Cost, Order Priority. Use the dataset to derive marketing strategy insights, and make a report by answering the following questions:

1. Use appropriate visualization techniques to summarize each of the variables and to construct hypothesis statements. Develop at least five hypothesis statements. [10 marks]
2. Use appropriate analytic techniques to test the hypothesis statements. Explain and interpret your results in detail. [15 marks]
3. Provide recommendations to the company relating to marketing strategies that it should adopt based on the results of the analysis. [15 marks]