**Ecommerce Project**

This is ecommerce project consisting 194,000 records of data to address specific business questions related to customer behavior, product performance, and sales trends. the project aims to provide actionable insights to optimize operations and enhance customer experience.

**Key Business Questions**

1. Product Performance: Which products are the most purchased overtime and how can they be prioritized for recommendations?

2. Sales Trends: How do sales vary by product category over time, and what patterns can inform inventory and marketing strategies?

3. Customer Performance: Which customers are the top performers that purchased items from supplier store and how can they be prioritized for recommendations?

**Scope**

1. Data Source: Kaggle website

2. Tools: Excel for many purposes such as: data collection, data cleaning, data transformation,

Exploratory data analysis, Data modelling, data aggregation and data visualization

**Analysis**

1. Top Customers that purchased Product
2. Sales Trend
3. Transactions across different Payment Method

**Key Metrics**

1. Total Customers
2. Total Packages
3. Total Stores
4. Total Transactions
5. Total bank
6. Total Sales

**Recommendations**

Total Customers : 9191

Total Packages: 264

Total Stores: 726

Total Bank: 39

Total Transactions: 3

Total Sales: £20.36M

**Customer Performance:** Customers with the highest sales should be focused on and knowing why the customers with lowest sales gave us low patronage

**Product Performance:** the top performing products purchased by the customers based on the human needs should be focused on and ensure the availability of this product anytime purchase is made might improve the performance of the product

**Seasonal Demand and Supply**: focus on the season where more sellers and buyers come together for transactions understand the reason why massive transaction was made during this period and ensure the availability of the product at any point in time

**Payment Method Performance:** focus on payment method that intiates faster transaction, by so doing exchange between seller and buyer can be smooth and faster without delays and focusing on those banks with on-time transaction could be helpful