

PRESENTATION

- 1) The dataset represents the first 1000 group. This is because the raw file contains over 500,000 information. It will be an overload for excel to read data.
- 2) The dataset was checked for missing values using
- 3) Mean Price was checked using the formula =AVERAGE (E2:E1001). Same formula was applied for quantity ordered and grand total taking into consideration the column ranges
- 4) The standard deviation was calculated using =STDEV.S(range). There are different types of standard deviation. I used STDEV.S because we are dealing with an extracted dataset which is part of a total dataset.
- 5) Unique function was use to for the status, category and payment to filter different groups respectively
- 6) CountIF function was applied on the Unique vales to get their total occurrence as shown in the Cleaned Data sheet
- 7) On the Descriptive Stats Sheet, I clicked on DATA column and the top of the excel pane, then I clicked on Data Analysis at the top right of the data pane
- 8) The visualization sheet shows charts for key variables

FINDINGS AND INSIGHT

- From the visualization, the status shows that 58% were completed, 26% cancelled, 2% refunded. While 1% was received, 135 of the order were refunded.
- For the payment method, Pakistanis used more of cod.
- Although Health & Sports topped the total number of quantity ordered, Mobiles & Tablets generated more revenue.
- Furthermore, on the category, more Beauty & Grooming and Soghaat topped this category, the did not top with high revenue on the grand total.
- Internet banking is very poor.
- Superstore and Books are the least in the categories.

RECOMMENDATIONS

- More should be invested in books to boost passion for reading in Pakistan
- From the status, it implies that more online services implemented to boost the status completion.
- Also, more Superstore should be built. This will boost sales and create employment for people.

- Internet banking payment method should be increased as this also one of the safest method of transaction.