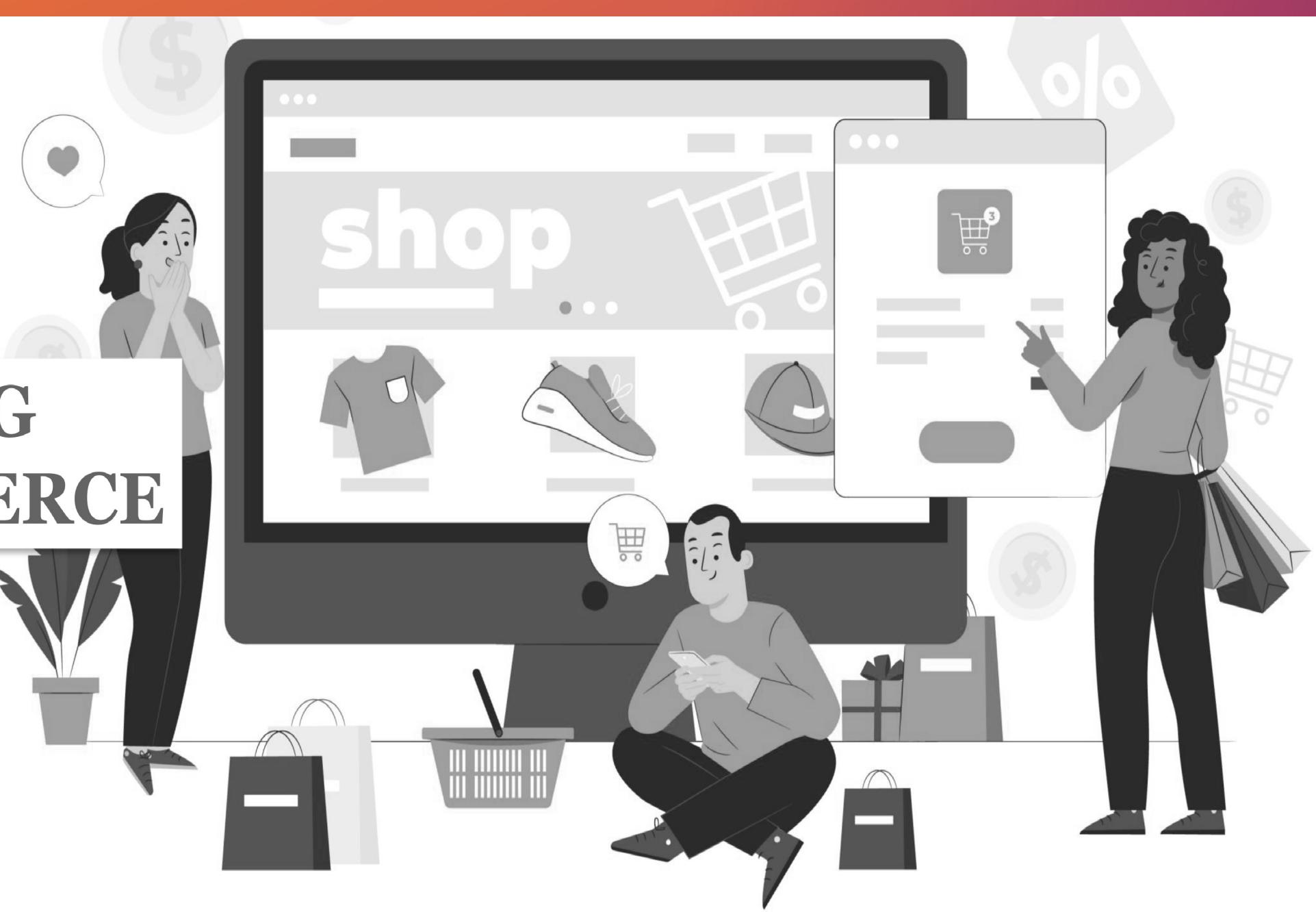


STERLING E-COMMERCE



Key Task

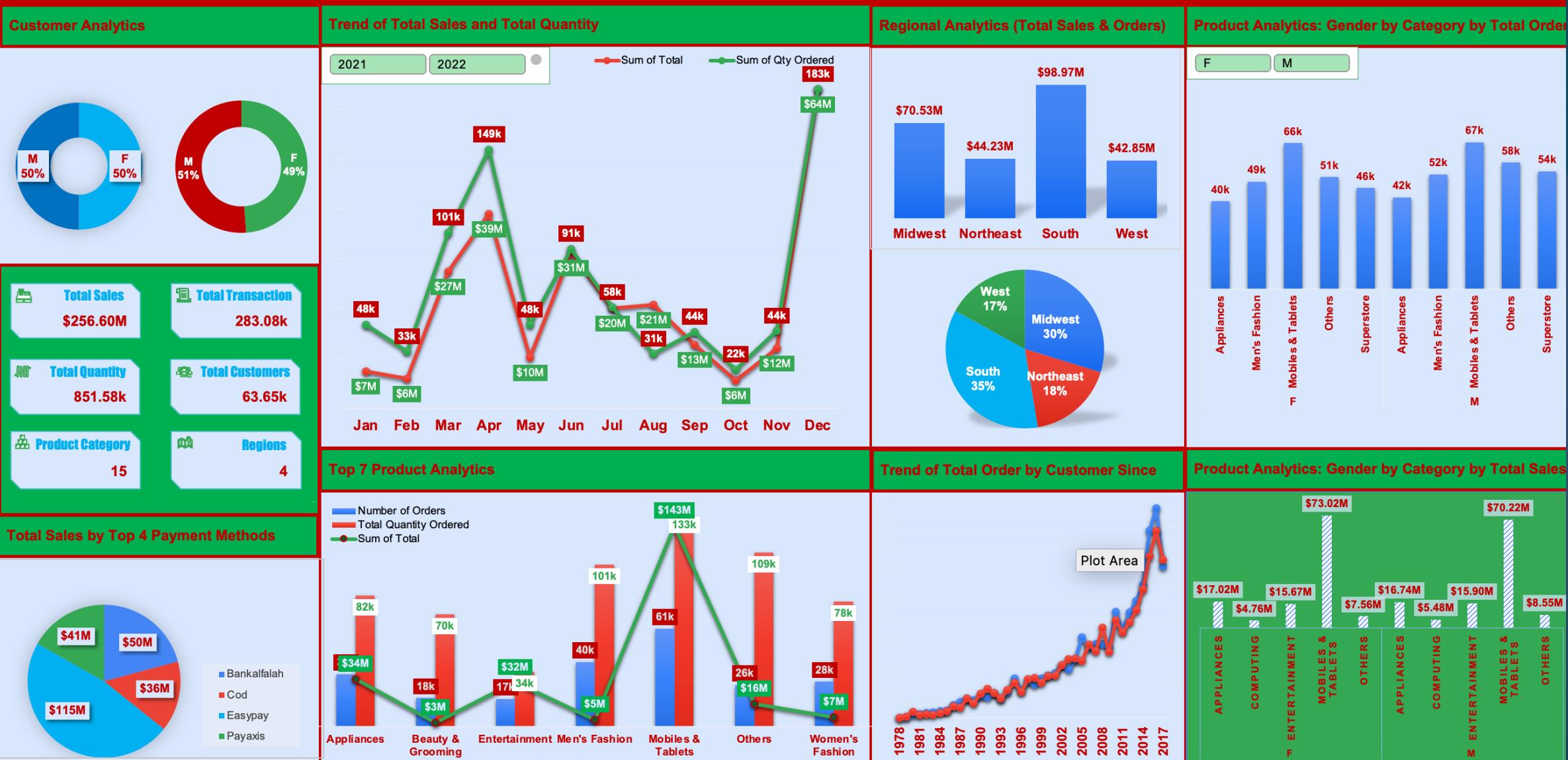


Sterling E-Commerce leverages customer data for business insights to improve product offerings, streamline operations, and enhance customer experience.

- Identify trends and patterns in customer behaviour.
- Segment customers based on demographics, order history, and preferences.
- Analyse product demand and performance.

Customer Segmentation				Total Sales and Quantity Ordered by Month			Customer Since by Total Customer and Total Qty		
Count of Qty	Sum of Total	Row Labels	Average Purchase	Sum of Total	Sum of Qty Ordered	Row Labels	Sum of Qty Ordered	Count of Unique	
33k	\$33.77M	2021	\$ 757.78	32,925.00	48k	1978	31.00		
18k	\$2.68M	Oct	\$ 606.84	2,828.00	33k	1979	434.00		
1k	\$0.05M	Nov	\$ 707.04	5,515.00	101k	1980	1,263.00	1	
8k	\$10.24M	Dec	\$ 785.25	24,582.00	149k	1981	1,654.00	1	
17k	\$31.57M	2022	\$ 997.85	30,721.00	48k	1982	1,968.00	1	
8k	\$1.03M	Jan	\$ 436.44	3,849.00	91k	1983	2,234.00	1	
14k	\$1.84M	Feb	\$ 594.84	2,201.00	58k	1984	2,840.00	1	
6k	\$0.86M	Mar	\$ 1,033.15	5,272.00	31k	1985	3,074.00	2	
40k	\$4.88M	Apr	\$ 935.17	7,671.00	44k	1986	5,219.00	3	
61k	\$143.23M	May	\$ 692.87	2,439.00	22k	1987	6,573.00	3	
26k	\$16.11M	Jun	\$ 1,176.39	4,215.00	44k	1988	7,883.00	6	
1k	\$0.11M	Jul	\$ 1,325.92	2,048.00	183k	1989	7,238.00	4	
7k	\$0.57M	Aug	\$ 1,838.74	1,666.00		1990	8,967.00	7	
15k	\$2.91M	Sep	\$ 1,041.71	1,360.00		1991	8,449.00	9	
28k	\$6.72M	Grand Total	\$ 906.43	63646	852k	1992	10,150.00	7	
283k	\$256.60M					1993	7,781.00	6	
al Order	Total Sum					1994	10,509.00	8	
108k	\$81.69M					1995	16,021.00	1,1	
9k	\$5.53M					1996	11,131.00	8	
17k	\$12.08M					1997	14,791.00	1,2	
82k	\$64.08M					1998	13,582.00	1,2	
175k	\$174.91M	Product Analytics				1999	15,962.00	1,1	
17k	\$7.44M	Row Labels	Number of Orders	Total Quantity Ordered	Sum of Total	2000	17,350.00	1,3	
10k	\$5.94M	Appliances	33k	82k	\$34M	2001	18,225.00	1,3	
27k	\$27.49M	Beauty & Grooming	18k	70k	\$3M	2002	21,419.00	1,6	
42k	\$38.99M	Entertainment	17k	34k	\$32M	2003	19,761.00	1,8	
15k	\$10.17M	Men's Fashion	40k	101k	\$5M	2004	23,455.00	1,8	
27k	\$31.21M	Mobiles & Tablets	61k	133k	\$143M	2005	32,543.00	1,7	
15k	\$20.09M	Others	26k	109k	\$16M	2006	28,600.00	2,3	
11k	\$20.77M	Women's Fashion	28k	78k	\$7M	2007	30,005.00	2,0	
12k	\$12.80M	Grand Total	223k	607k	\$239M	2008	29,927.00	2,8	
283k	\$256.60M					2009	28,435.00	2,0	
verage of Tot:	Total Qty Ordered					2010	42,963.00	3,0	
868	81k					2011	35,604.00	2,6	
875	51k					2012	42,644.00	3,0	
956	103k					2013	47,217.00	3,4	
897	48k					2014	53,931.00	4,0	
906	283k					2015	75,712.00	5,0	
						2016	84,691.00	5,8	
						2017	61,341.00	4,9	
						Grand Total	851,577.00	63,6	

Sterling E-COMMERCE Sales Analysis



Summary

