

# E-Commerce Sales Analysis

Exploratory Data Analysis | Business  
Insights

# Introduction

- Dataset: Superstore E-commerce Sales
- Goal: Analyze sales and profit trends
- Objective: Help improve business strategies

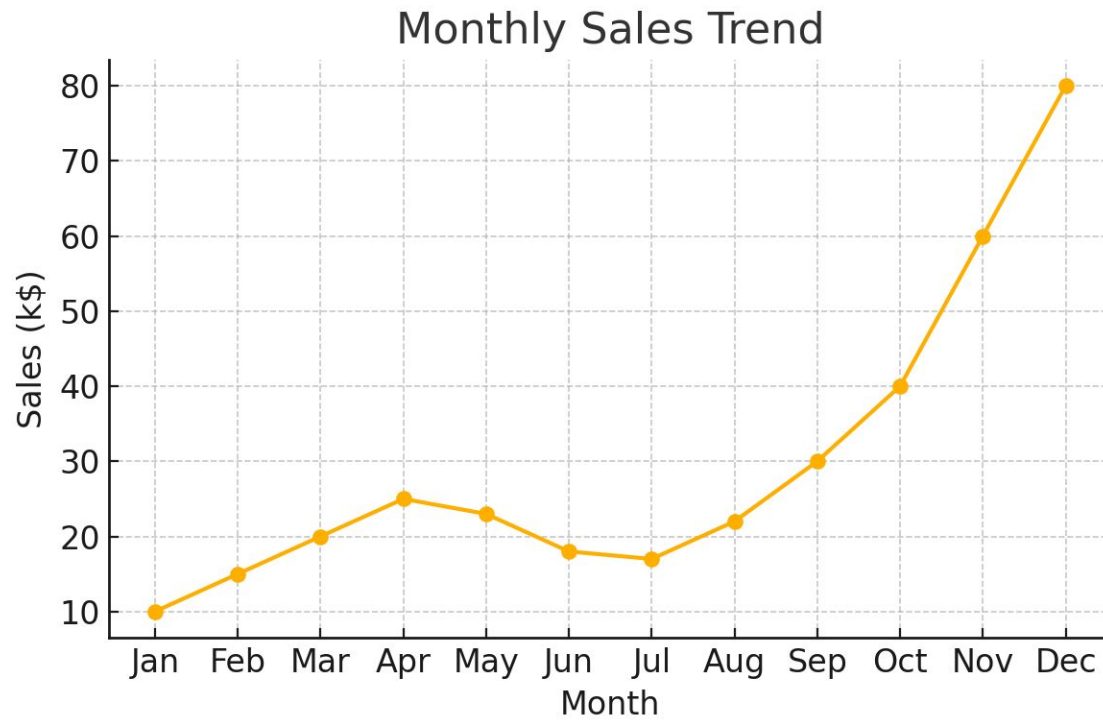
# Data Overview

- 9994 Rows, 21 Columns
- Fields: Order Date, Sales, Profit, Category, Region
- Time Period: 2015-2018

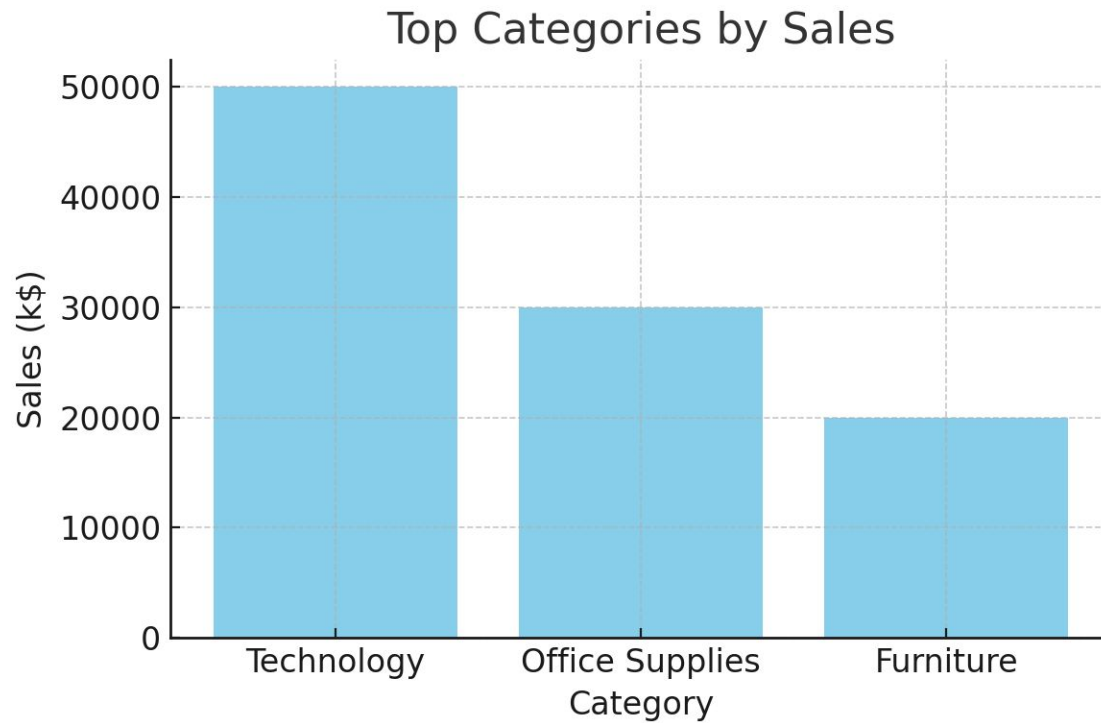
# Data Cleaning and Processing

- Converted 'Order Date' and 'Ship Date' to datetime
- Created 'Order Month', 'Order Year', 'Order Day of Week'
- Prepared dataset for time series analysis

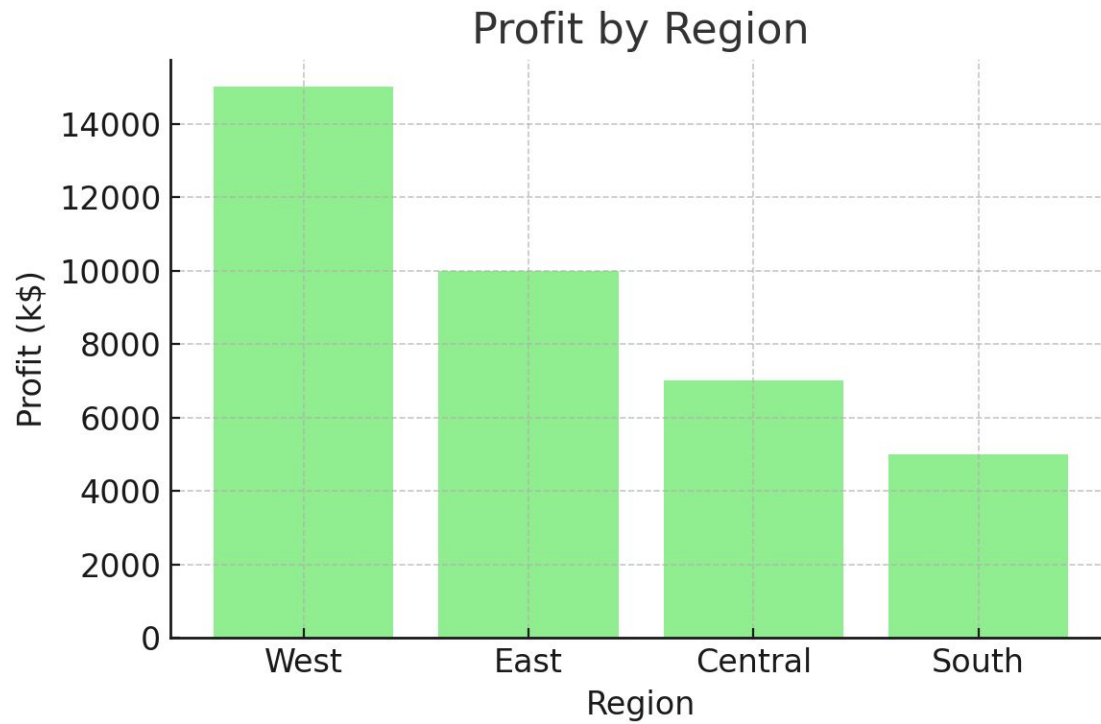
# Monthly Sales Trend



# Top Categories by Sales



# Profit by Region



# Key Insights

- Sales peak during November and December.
- Technology is the most profitable category.
- West region shows the highest profitability.
- High discounts negatively impact profit.



# Conclusion and Recommendations

- Focus on promotions during peak months.
- Increase technology product offerings.
- Carefully plan discount strategies.
- Strengthen marketing in the West region.