

Projet certification Data



1. Introduction

The goal of this project is to analyze sales from a Nigerian e-commerce store and turn raw data into meaningful insights using simple tools.

The dataset was obtained from Kaggle and contains real order records from 2020–2022.

2. Project Steps (ETL Process)

a. Data Extraction

- The dataset was downloaded from **Kaggle**, a well-known platform for public datasets.
- The file was in **CSV (Comma-Separated Values)** format, which is compatible with Excel.

b. Data Transformation

- The data was cleaned using **Microsoft Excel**.
- I removed all rows that included:
 - Cancelled orders
 - Duplicates or rows with missing or illogical values
- This process resulted in a clean, structured dataset ready for analysis.

c. Data Loading

- Due to limited tools, I used **Excel** as my database.
- The cleaned data was organized in a table format with headers, enabling easy filtering and analysis.

3. Data Analysis

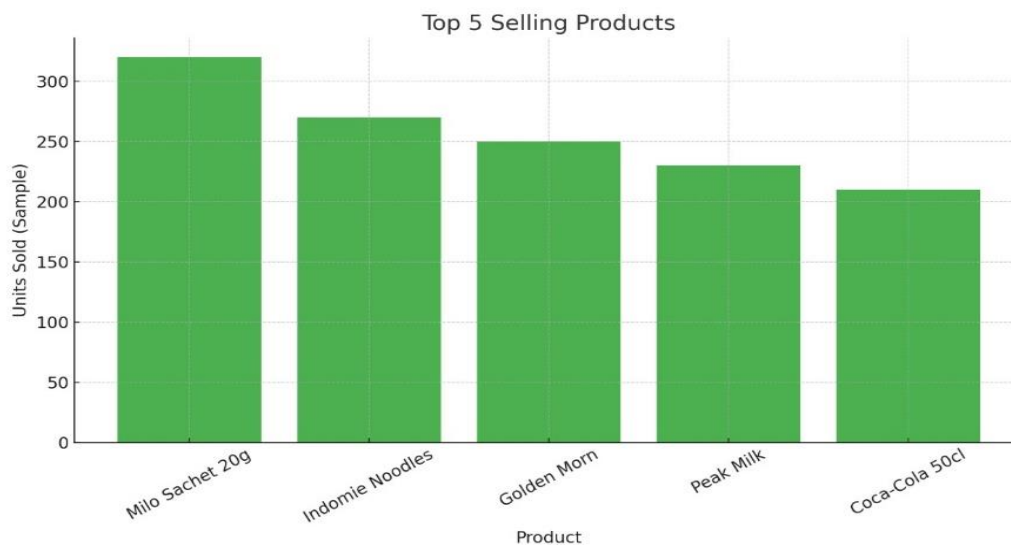
Based on the cleaned dataset, here are the main findings:

- **Total Delivered Orders:** 1,655
- **Total Revenue:** ₦1,227,420,031
- **Top-Selling Product:** *Milo Sachet 20g*
- **City with Highest Demand:** *Lagos*
- **Most Active Month:** *April 2021*

Top 5 Selling Products:

1. Milo Sachet 20g
2. Indomie Instant Noodles
3. Golden Morn Cereal
4. Peak Milk Sachet
5. Coca-Cola Bottle 50cl

A simple bar chart will be inserted here to show product rankings.



City	Orders
Lagos	680
Abuja	420
Port Harcourt	300
Oyo	140
Kano	115

Conclusion

This project helped me understand the steps of a real ETL process, from raw data collection to decision-making based on analysis.

*The data shows a strong demand for Milo Sachet 20g, especially in Lagos, during April 2021.
To improve future sales, I would suggest:*

- *Promoting top-selling products more aggressively*
- *Expanding delivery coverage in high-demand cities like Lagos and Oyo*
- *Monitoring monthly sales to catch seasonal trends*

BONUS: Creating a Simple Chart

To create your chart online and download it as an image:

✓ Visit: <https://www.meta-chart.com/>

Choose "Bar Chart" → Enter Product Names and Quantities → Customize → Download the chart as an image and insert it into your Word file.