E-COMMERCE SALES ANALYSIS

ABOUT THIS PROJECT

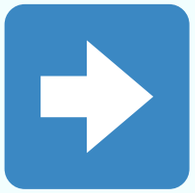
THIS PROJECT PRESENTS AN EXPLORATORY DATA ANALYSIS (EDA) OF AMAZON SALES DATA USING PYTHON. THE GOAL IS TO UNCOVER INSIGHTS INTO SALES TRENDS, PRODUCT PERFORMANCE, AND CUSTOMER BEHAVIOR THAT CAN SUPPORT STRATEGIC BUSINESS DECISIONS.

BUSINESS ASKS:

1. WHAT IS THE TOTAL ORDER COUNT ?
2. WHICH CATEGORY GENERATING MORE SALES?
3. WHAT IS THE SALES PATTERN IN GIVEN DURATION?
4. WHICH CATEGORY IS MOST SELLING CITY WISE?
5. ORDER COUNT BY STATUS
6. PRICE DISTRIBUTION
7. IDENTIFY MOST SHIPPING POSTAL CODES ON MAP OF INDIA
8. FREQUENCY OF AMOUNT ACCORDING TO CATEGORY
9. SHOW TOP 10 MOST ORDERS SHIPPING CITIES
10. TOP SELLING PRODUCTS BY SKU'S
11. FREQUENCY OF SHIPPING-POSTAL-CODE

REQUIREMENTS:

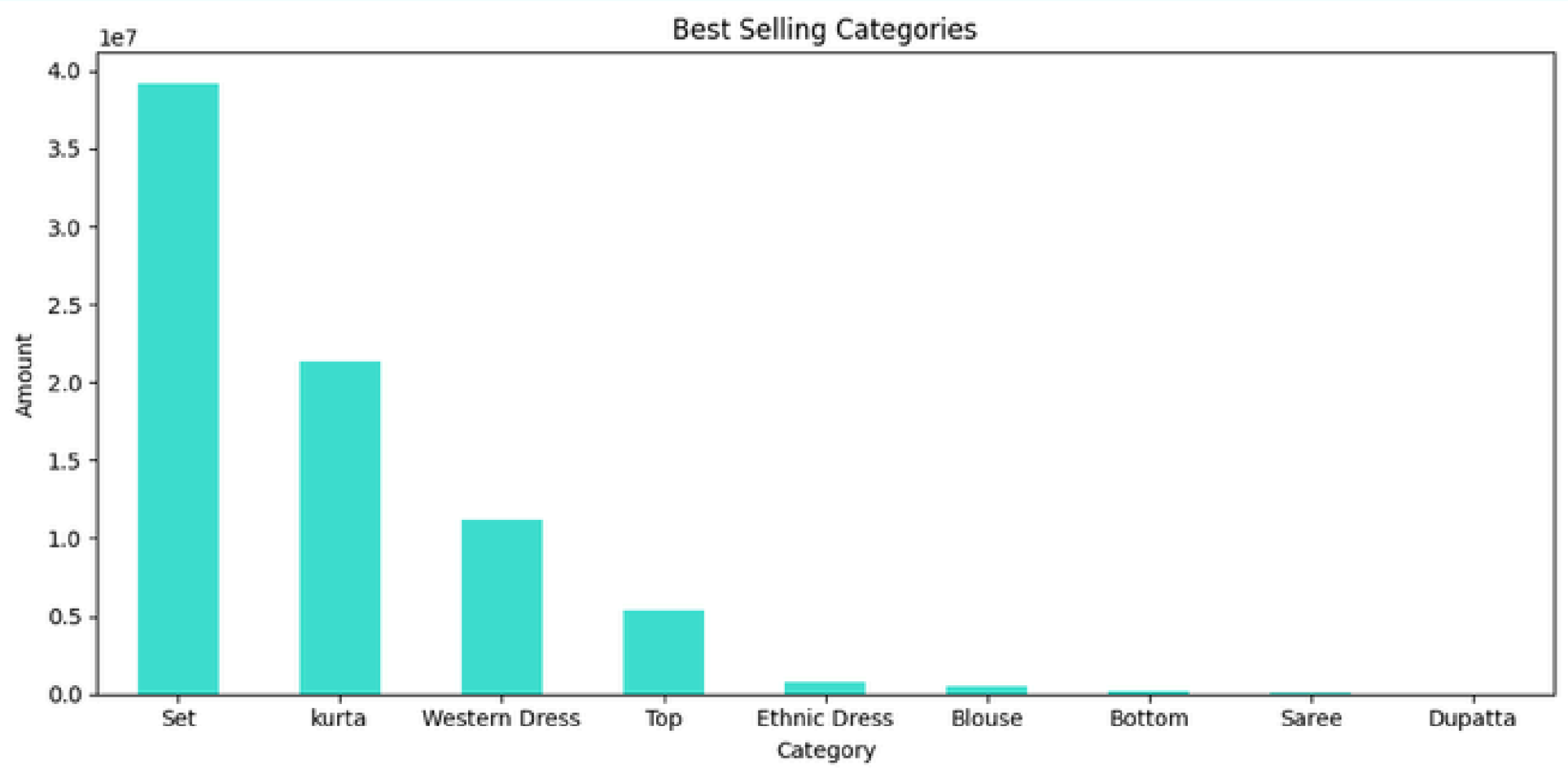
1. Data - I got data from kaggle (https://www.kaggle.com/datasets/thedevastator/unlock-profits-with-e-commerce-sales-data).
2. Installed and imported necessary libraries to do Exploratory data analysis(EDA).
3. Installed and imported geocode and geopandas libraries to plot the shipping-postal-codes on map of India.
4. I created this project on jupyter notebook which is very easy to use for data analysis.

LET’S BEGIN 

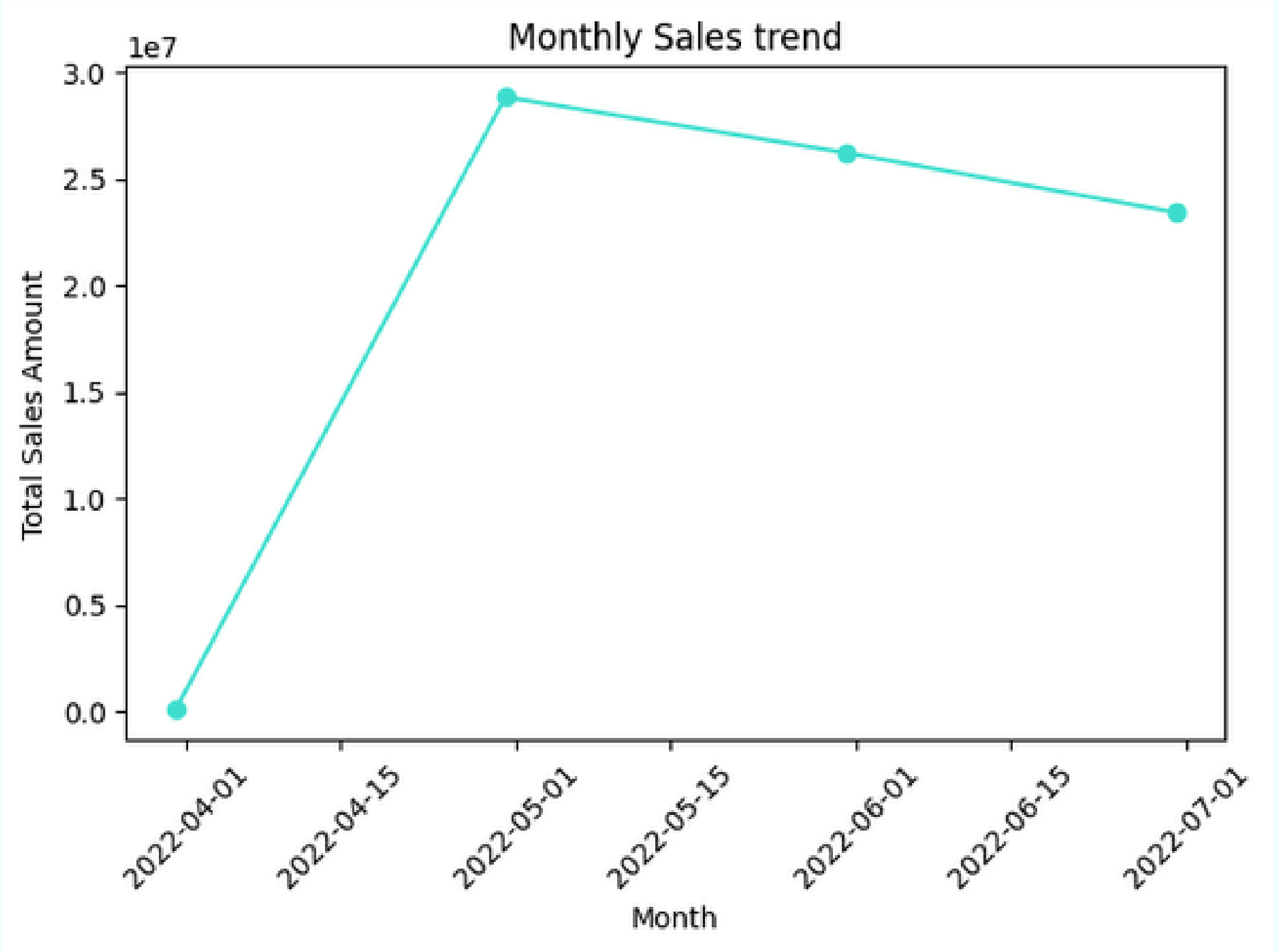
TOTAL ORDER COUNT

1,28,975

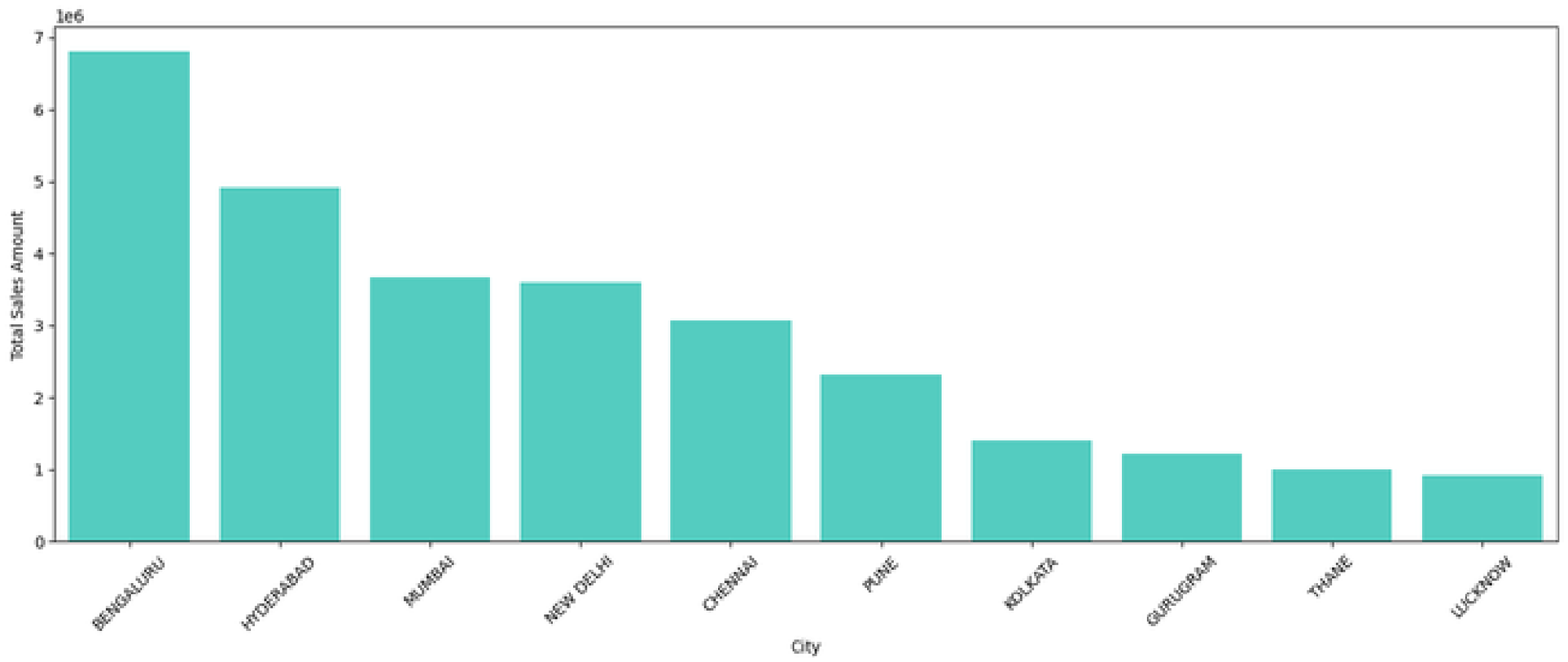
BEST SELLING CATEGORIES



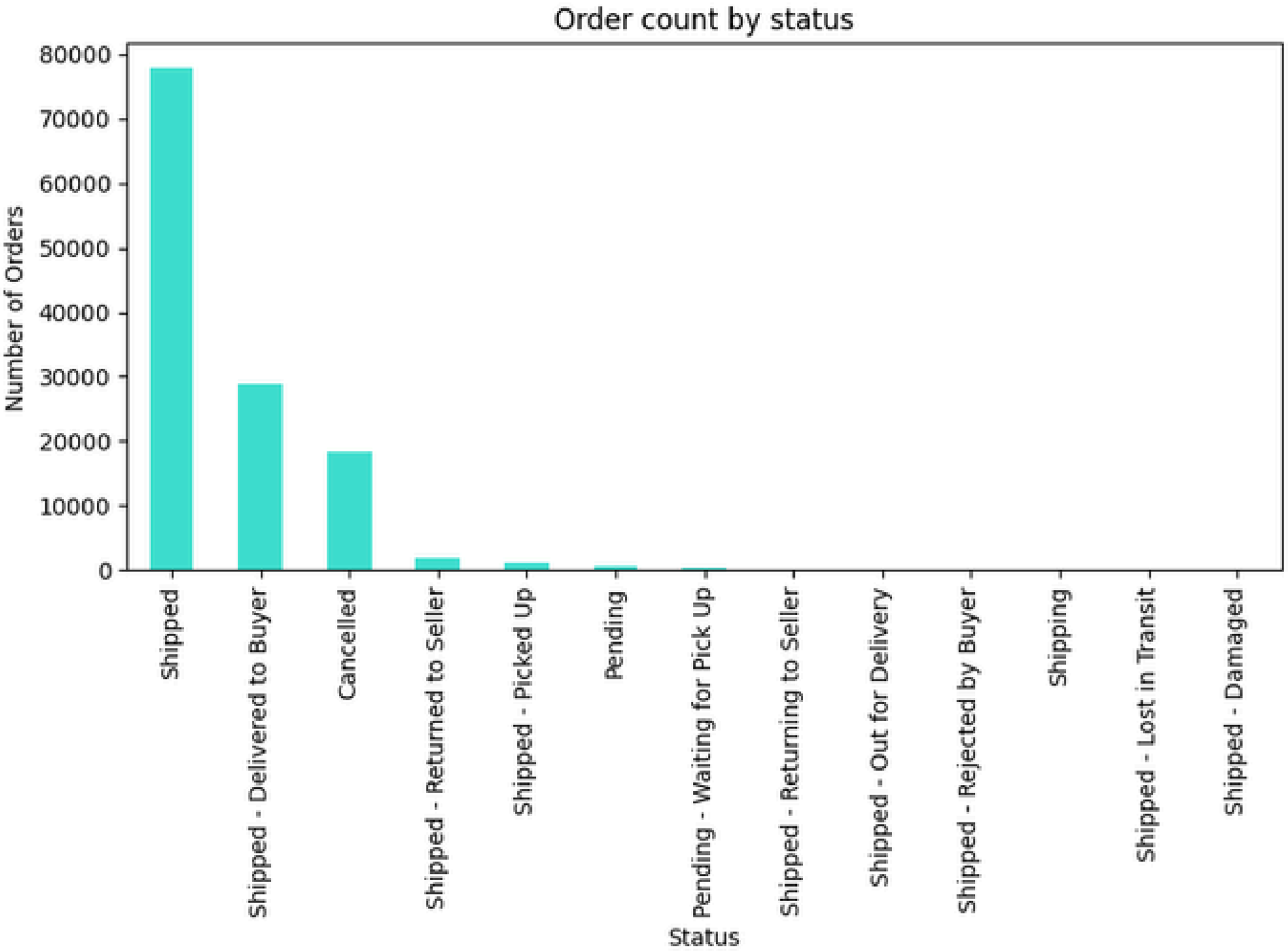
SALES TREND


Monthly Sales trend
1e7
3.0
2.5
2.0
1.5
1.0
0.5
0.0
Total Sales Amount
2022-04-01
2022-04-15
2022-05-01
2022-05-15
2022-06-01
2022-06-15
2022-07-01
Month

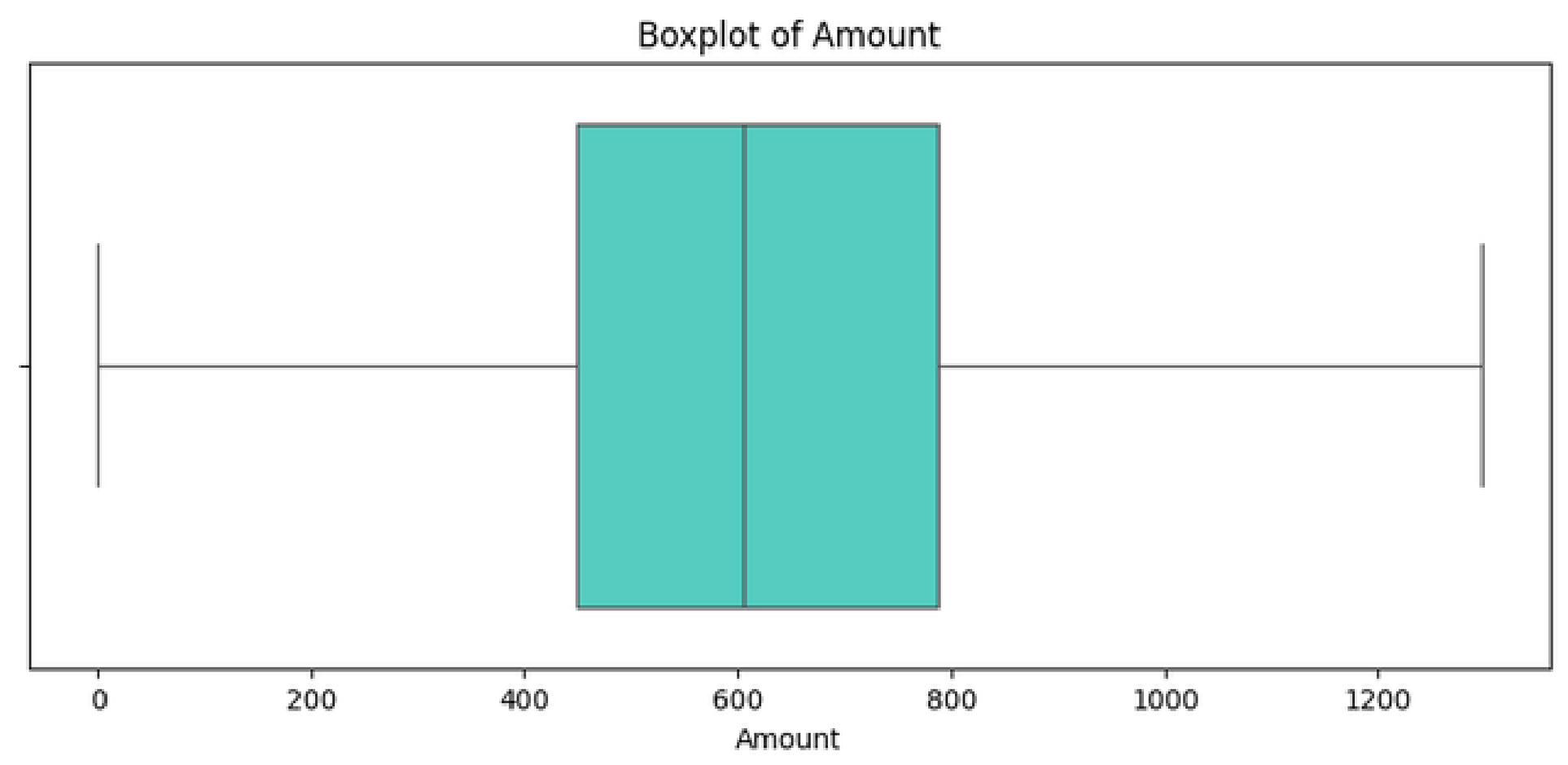
BEST SELLING CATEGORIES BY CITIES



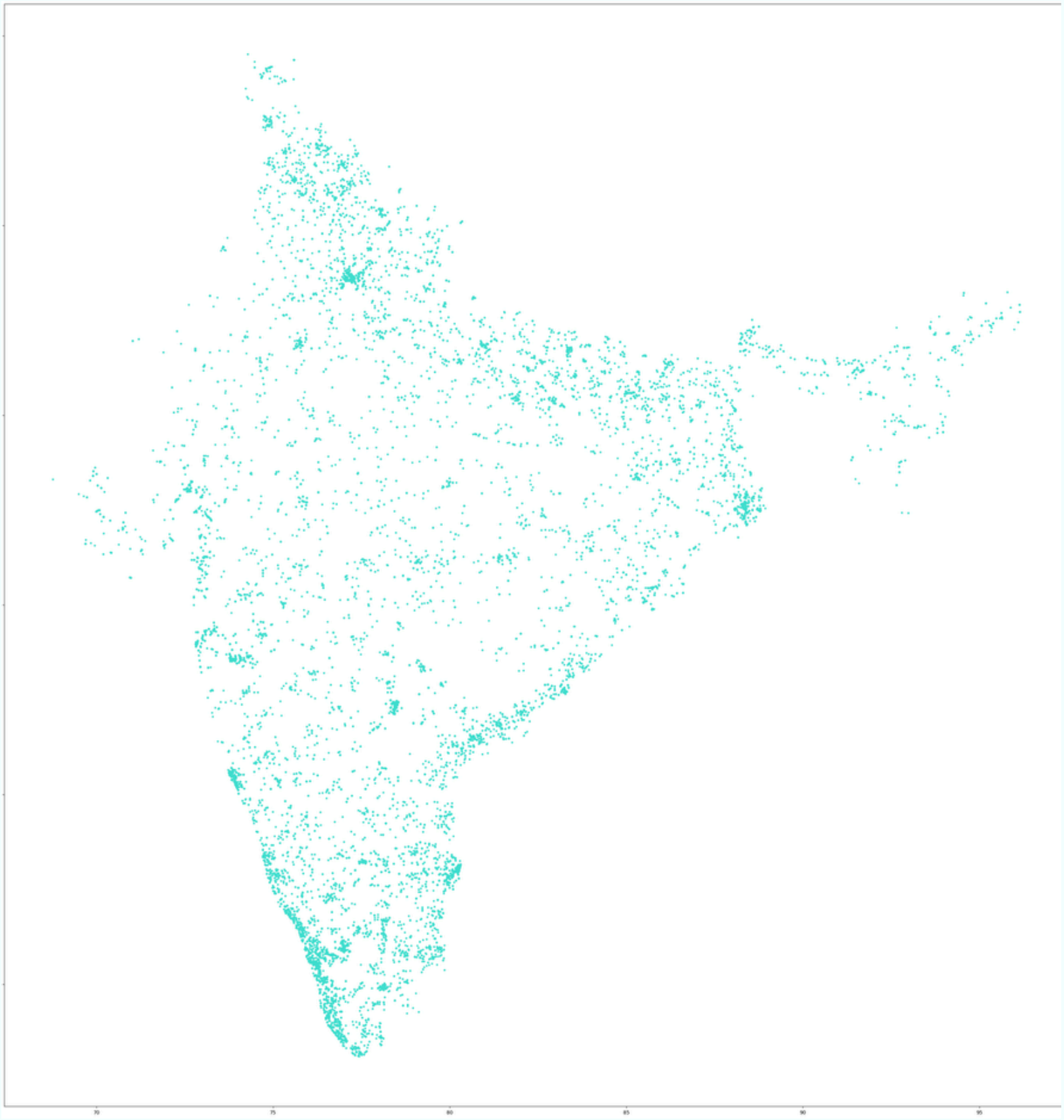
ORDER COUNT BY STATUS



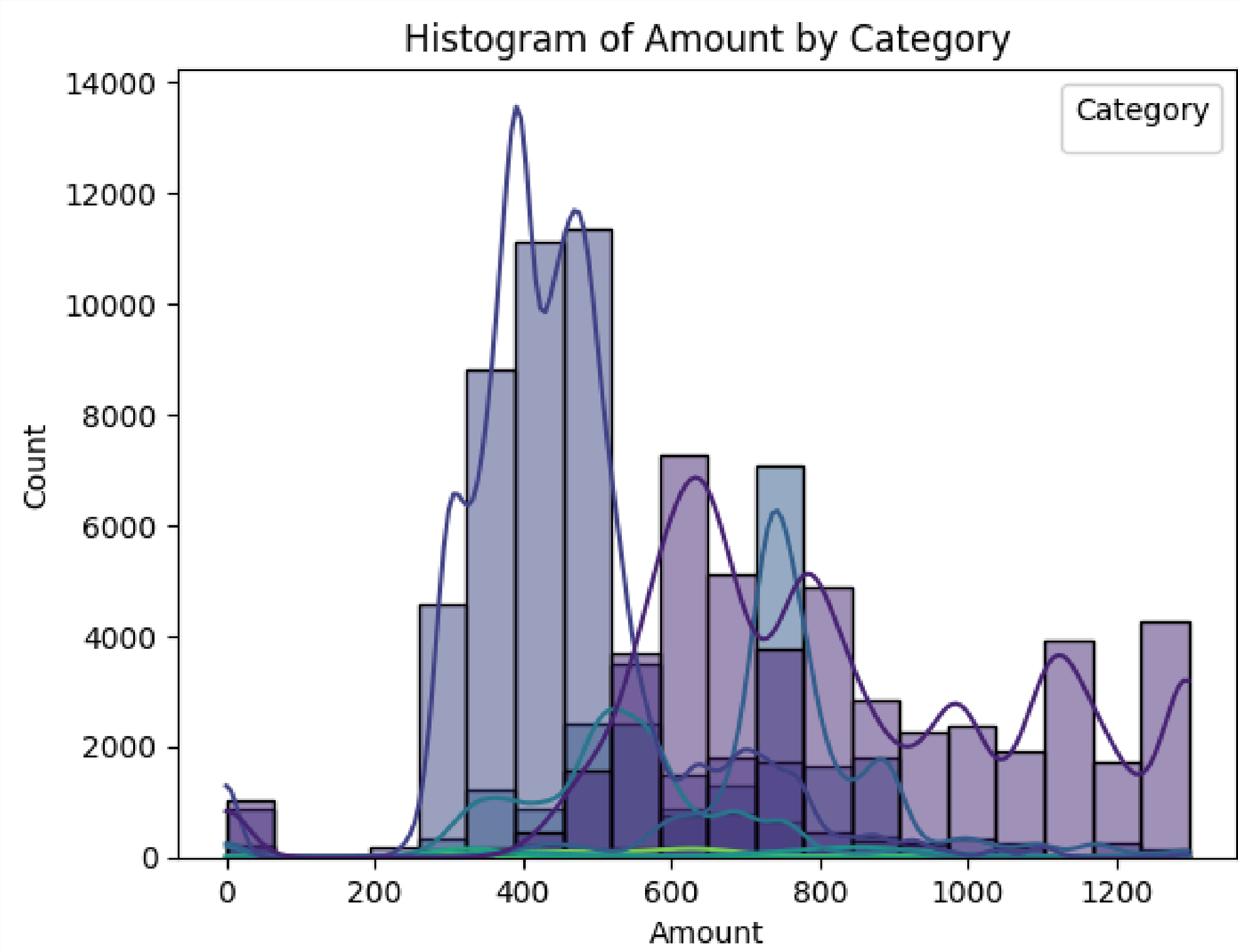
AMOUNT DISTRIBUTION



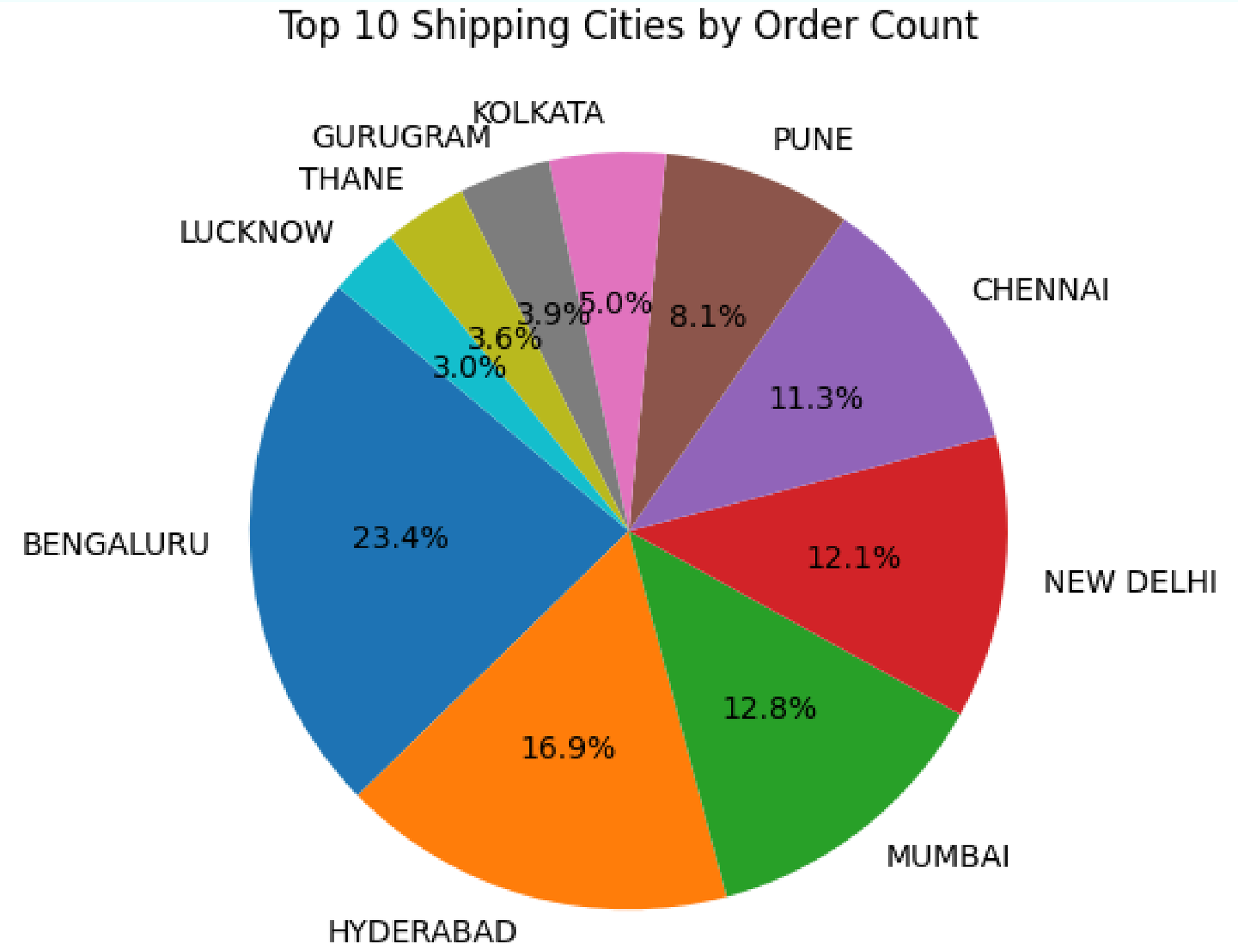
IDENTIFY MOST SHIPPING POSTAL CODES ON MAP OF INDIA



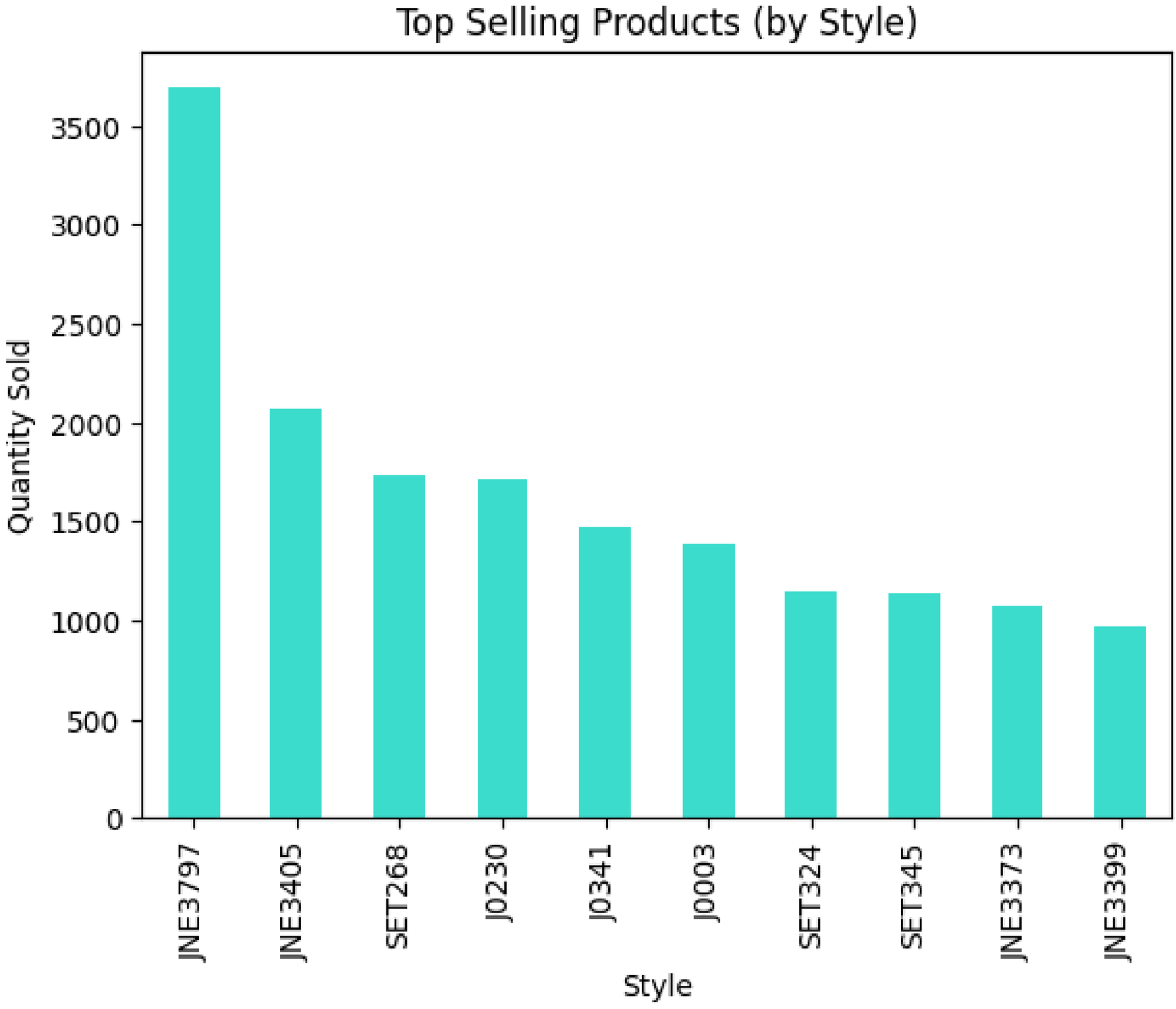
ANALYZE DISTRIBUTION OF AMOUNT ACCORDING TO CATEGORY



TOP 10 SHIPPING CITIES



TOP SELLING PRODUCTS BY SKU



SHIP-POSTAL-CODE DISTRIBUTION