

# E-Commerce Order & Revenue Analytics for Business Growth

## Project Overview

In this project, you analyze **e-commerce order and transaction data** to help a business understand sales performance, customer behavior, and operational inefficiencies.

The focus is on turning raw transactional data into **actionable business intelligence**.

## Objective

To use data to:

- Understand sales and revenue trends
- Identify high-value customers
- Detect churn and repeat purchase patterns
- Support pricing and inventory decisions

## Dataset

- Order ID
- Customer ID
- Product category
- Order value
- Discount applied
- Payment method
- Order date
- Location (region-level)
- Order status (completed, cancelled, refunded)

## Key Tasks

- Data cleaning and validation
- Exploratory analysis of revenue trends
- Customer segmentation (RFM analysis)
- Identify:
  - Best-selling products
  - High-return/refund categories
  - Seasonal patterns

- Build simple sales forecasts (optional)

## **Deliverables**

- Clean dataset
- Analysis notebook
- Visual dashboards or charts
- Business insights report
- Data-driven recommendations