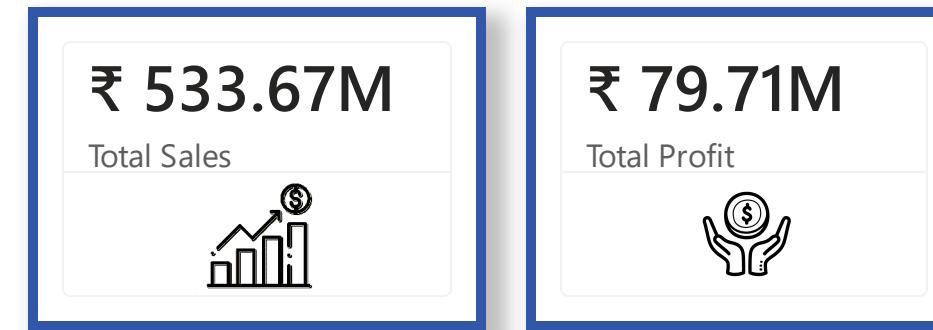
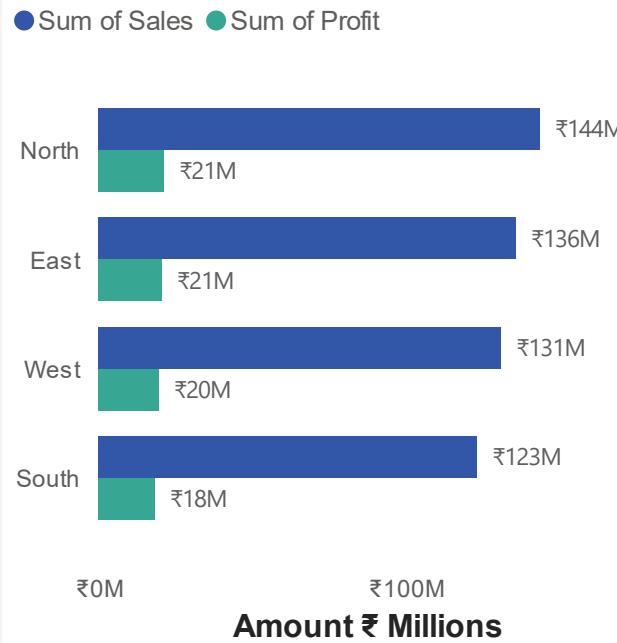


# Exploratory Data Analysis of E-Commerce Performance

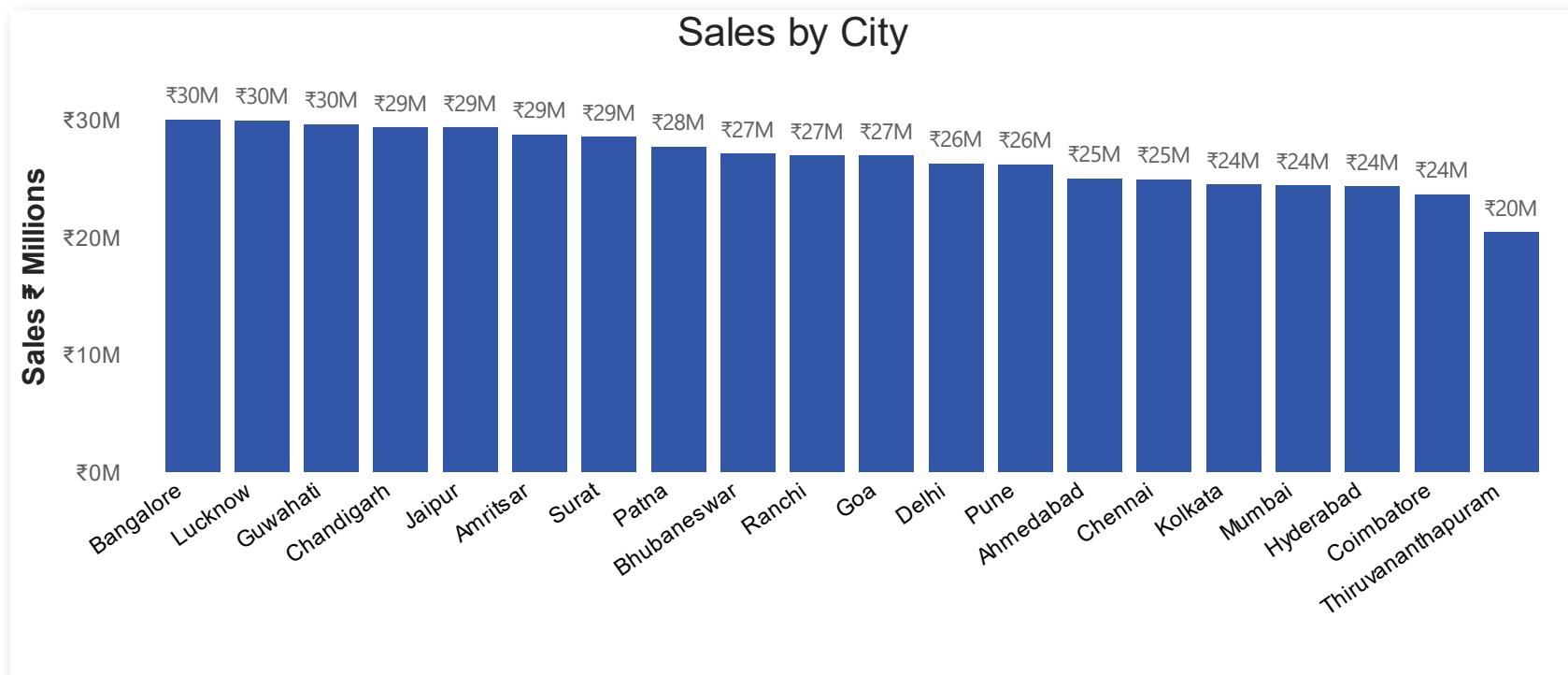
## Sales and Profit



## Sales and Profit by Region

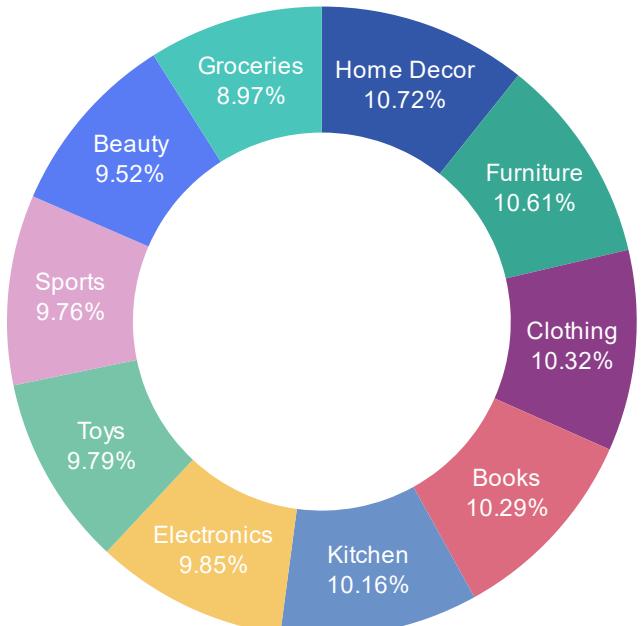


## Sales by City

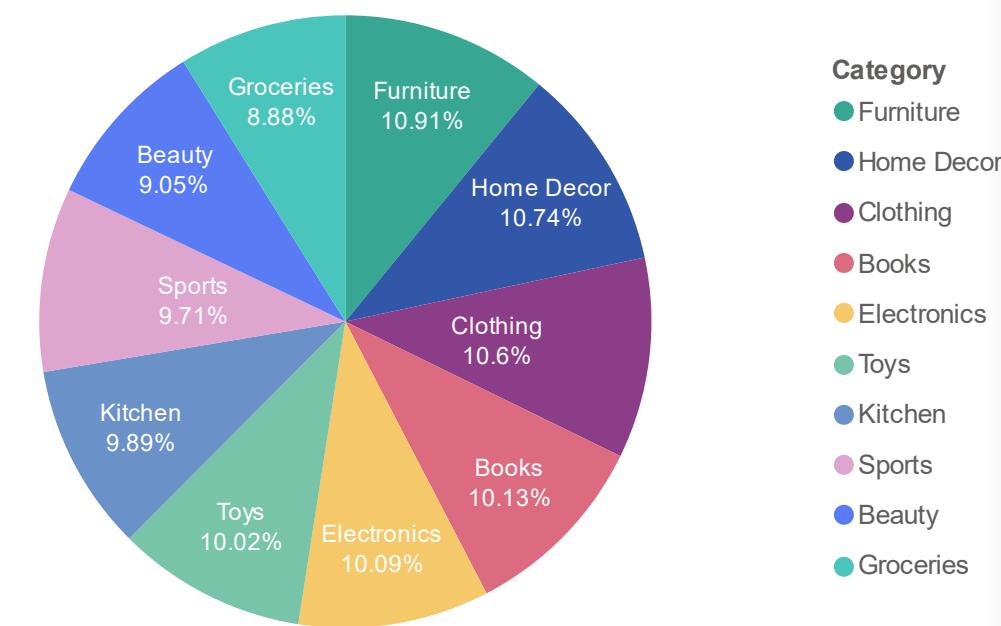


# Sales and Profit Performance

Total Sales by Category



Profit by Category



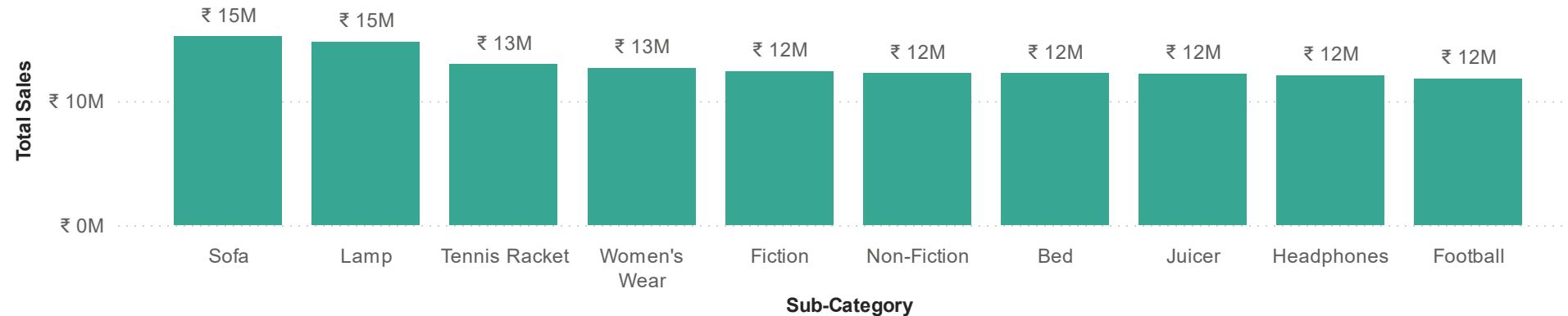
Total Sales by Sub-Category





# Product Analysis

## Top 10 Sub-Categories by Sales



## Sales and Profit by Discount

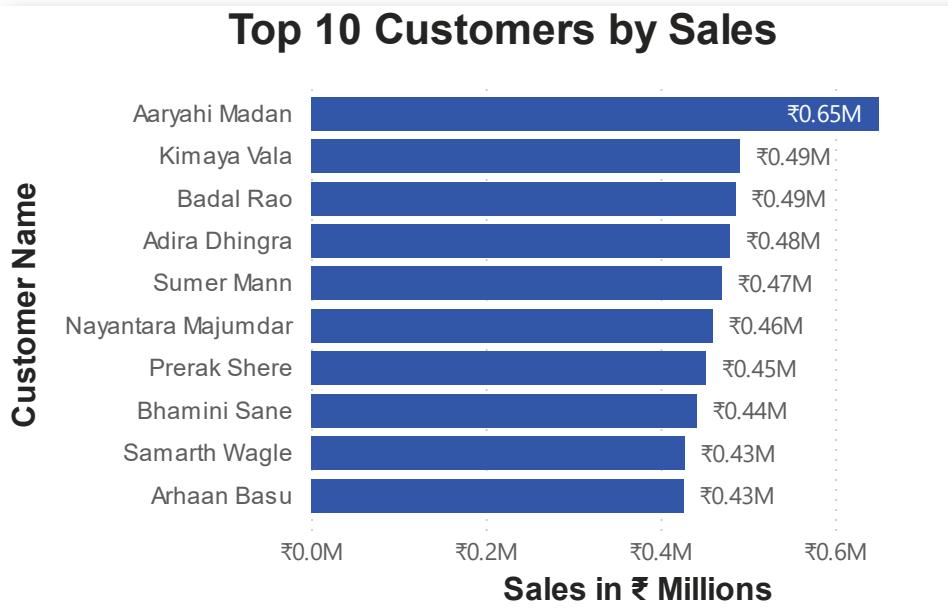


## Top 10 Products by Profit Margin

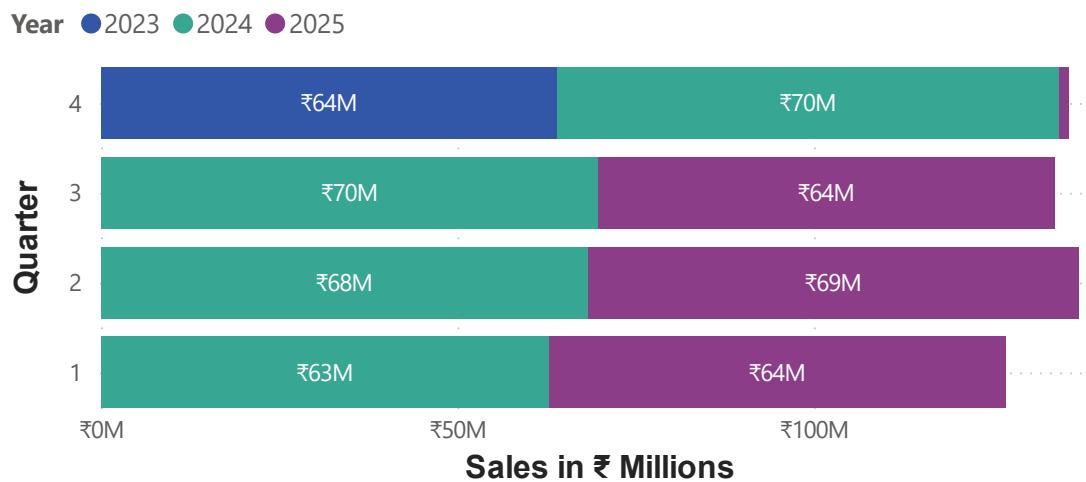
Product Name	Profit Margin %
Dumbbells Doloribus	25.00%
Microwave Nihil	24.98%
Smartwatch Accusantium	24.98%
Table Deleniti	24.97%
Shampoo Hic	24.96%
Biography Repudiandae	24.95%
Microwave Odio	24.95%
Kids Wear Labore	24.93%
Sugar Ab	24.92%
Sofa Laudantium	24.92%
Spices Ab	24.91%
Table Nulla	24.90%
<b>Total</b>	<b>24.94%</b>

# Customer Behaviour

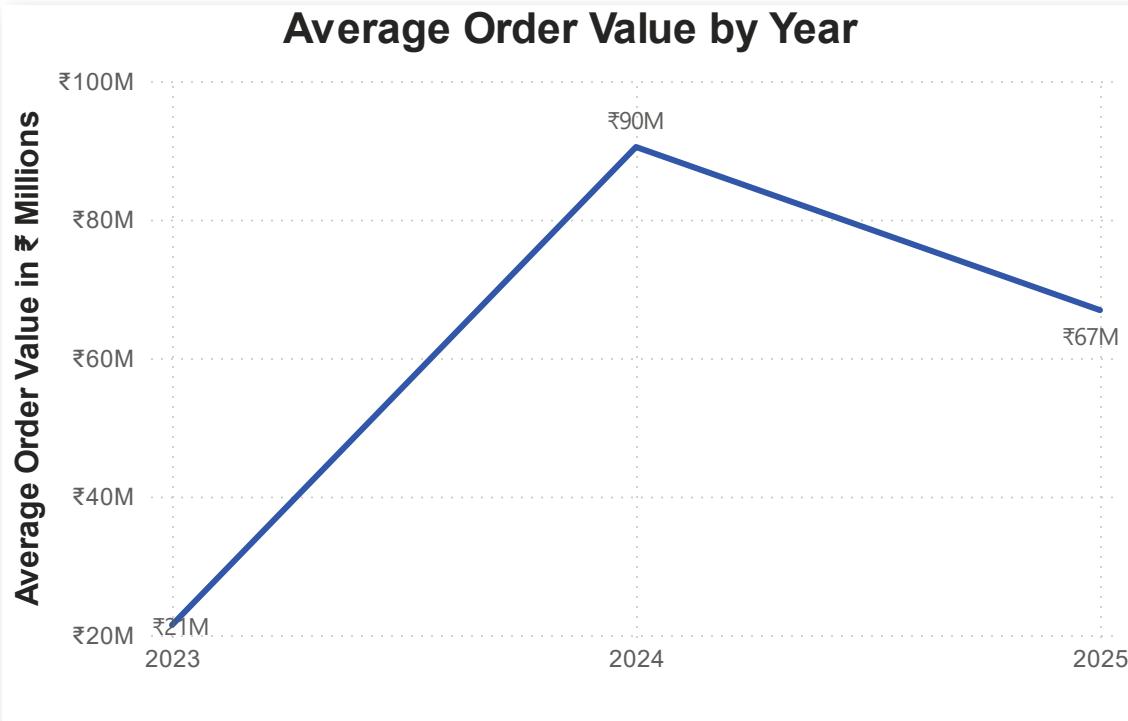
## Top 10 Customers by Sales



## Sales by Quarter and Year

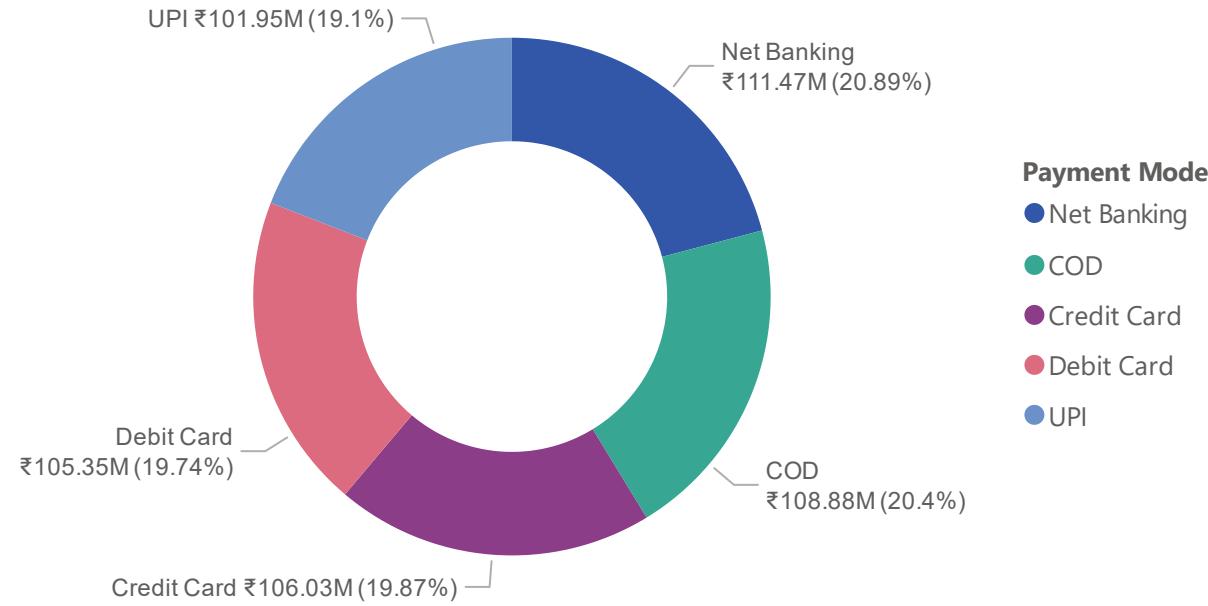


## Average Order Value by Year

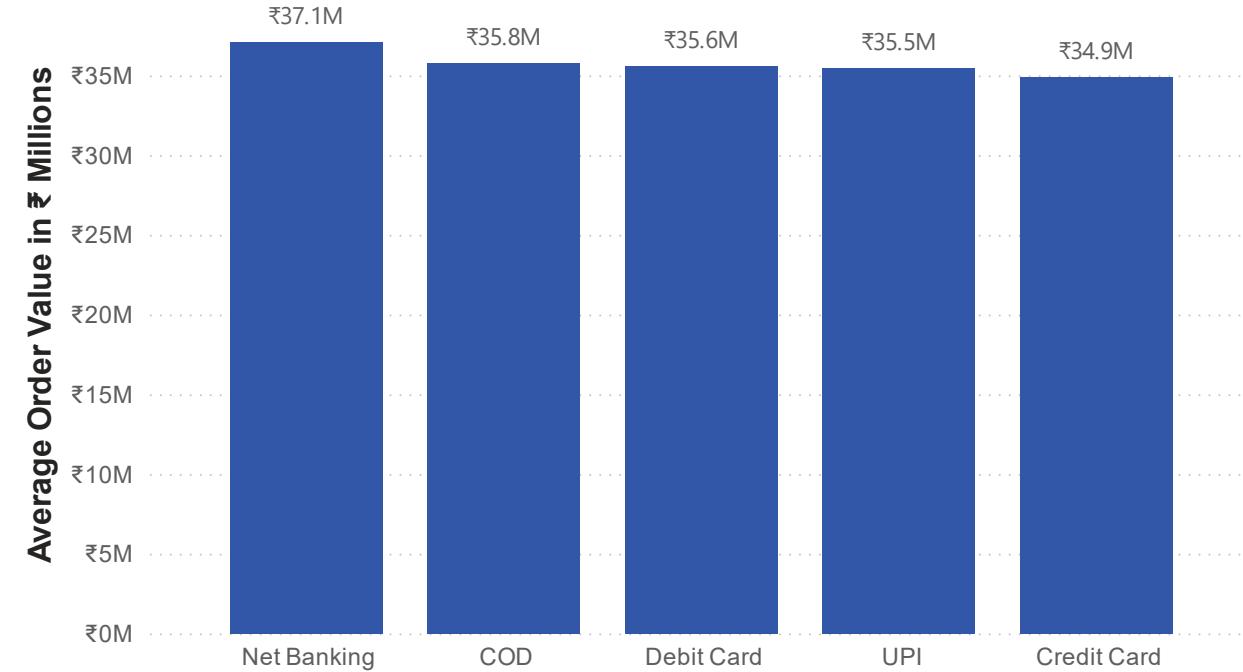


# Payment Mode Analysis

## Sales by Payment Mode



## Average Order Value by Payment Mode



## Profit by Payment Mode



## Payment Mode by Quarter

