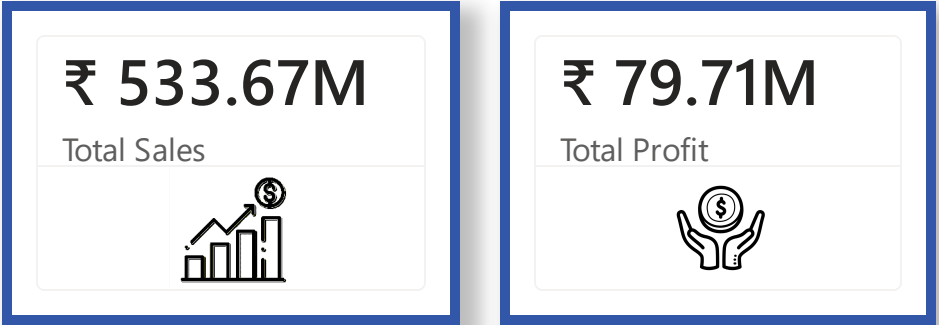
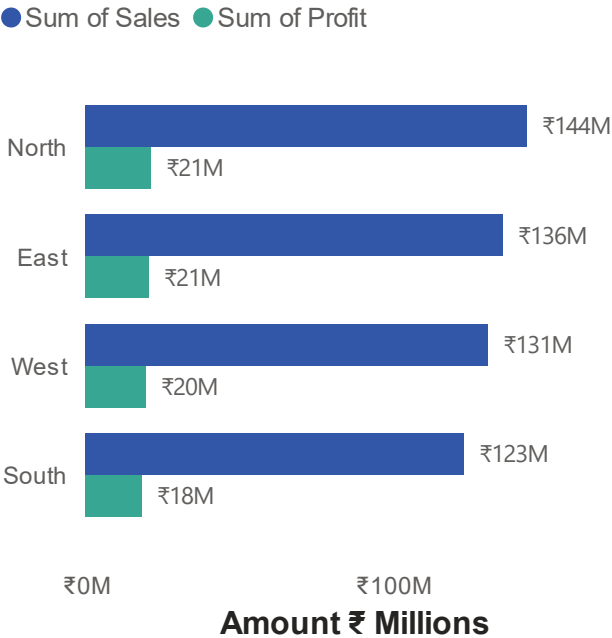


Exploratory Data Analysis of E-Commerce Performance

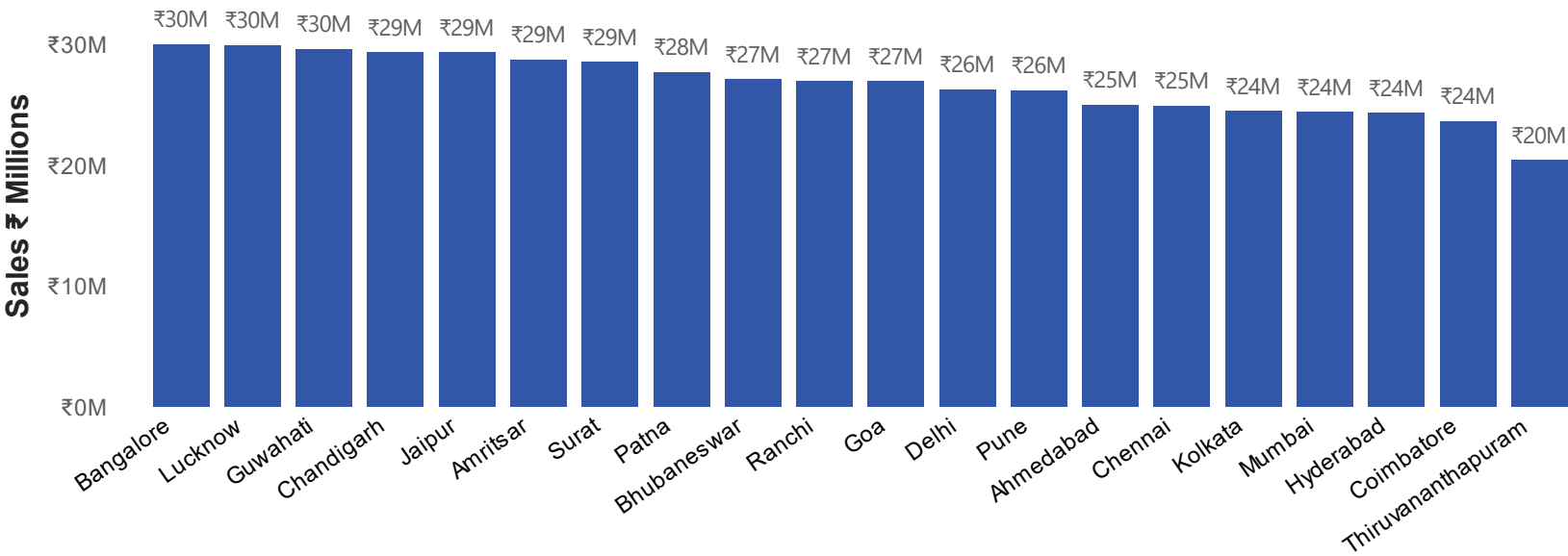
Sales and Profit



Sales and Profit by Region

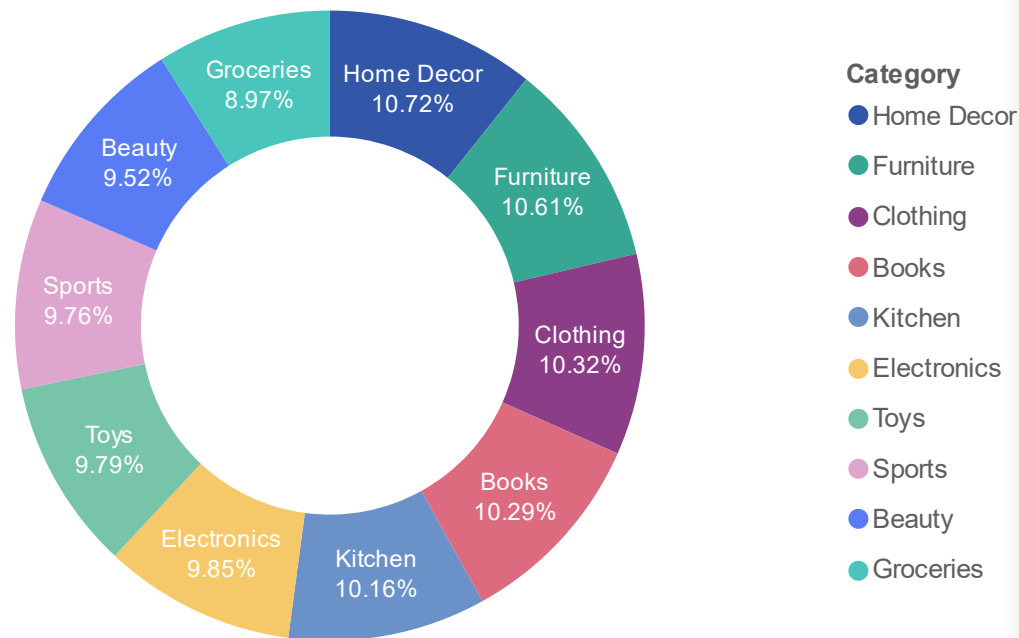


Sales by City

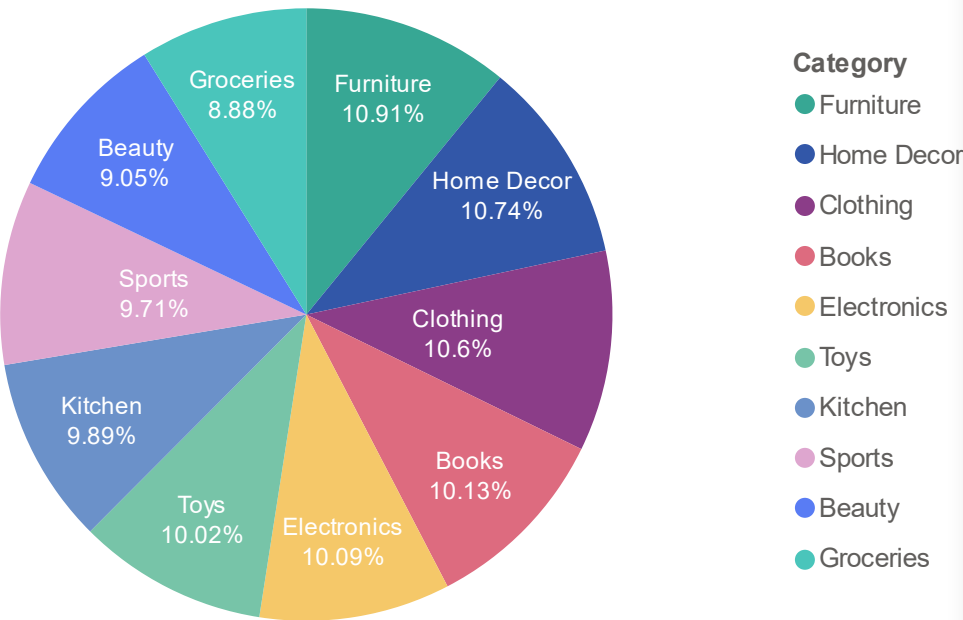


Sales and Profit Performance

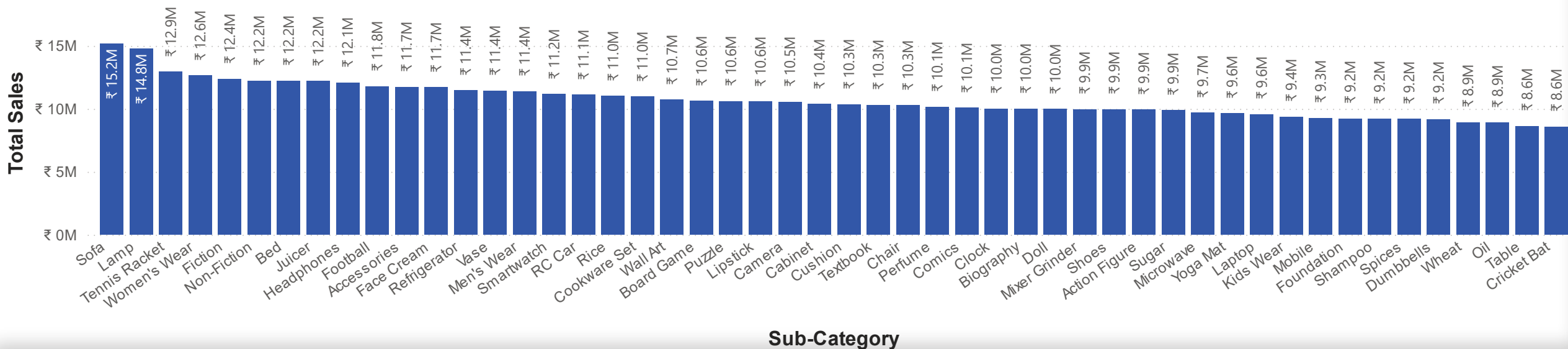
Total Sales by Category



Profit by Category



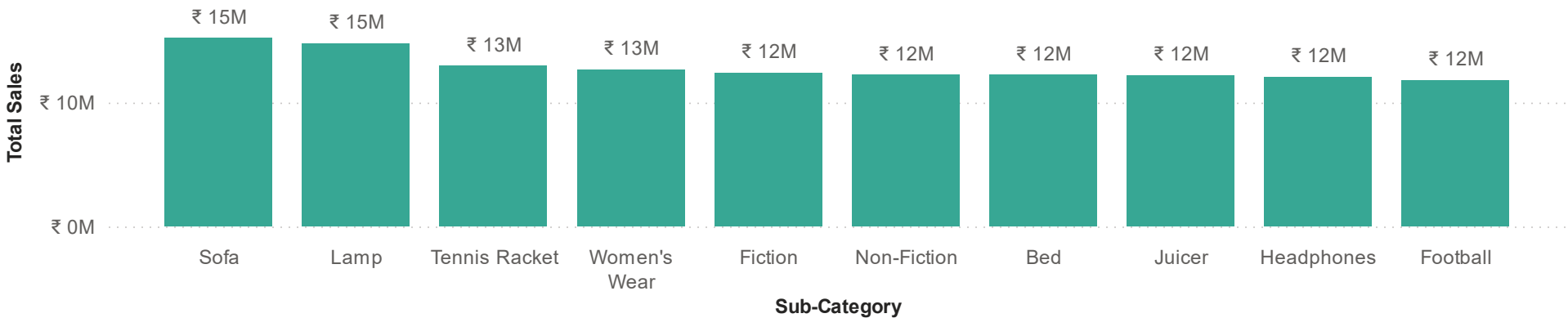
Total Sales by Sub-Category



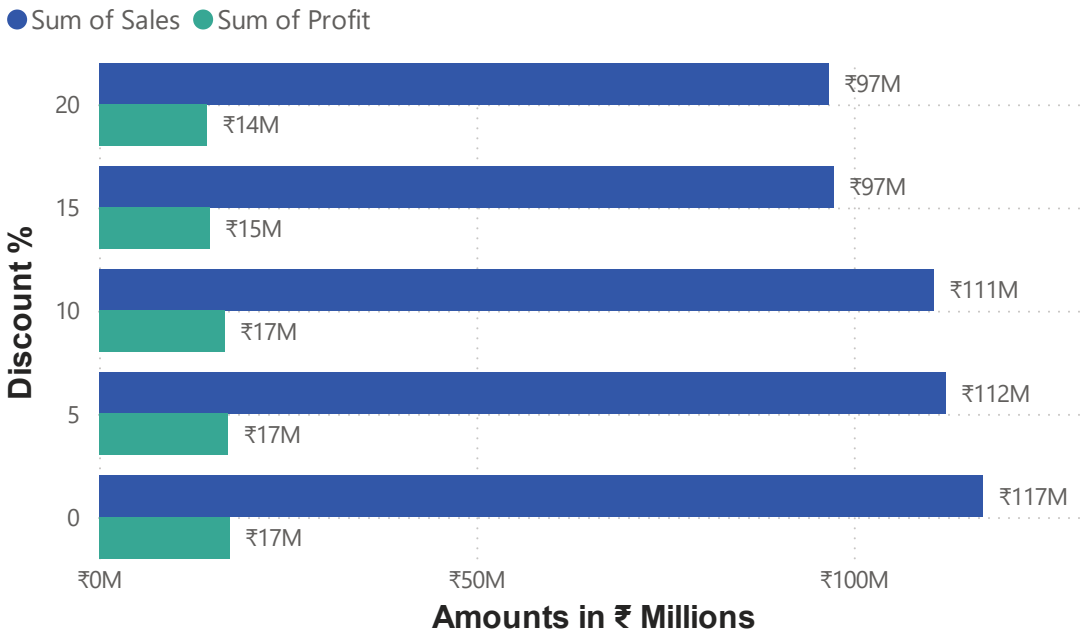


Product Analysis

Top 10 Sub-Categories by Sales



Sales and Profit by Discount

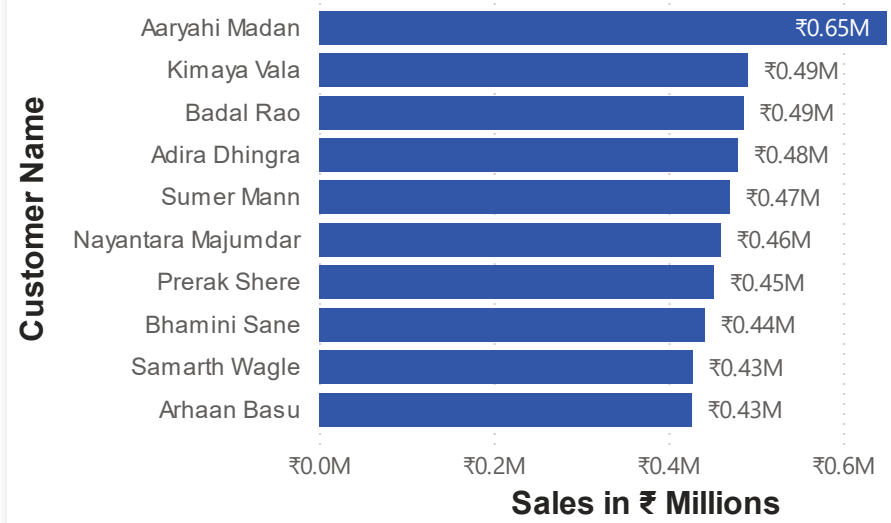


Top 10 Products by Profit Margin

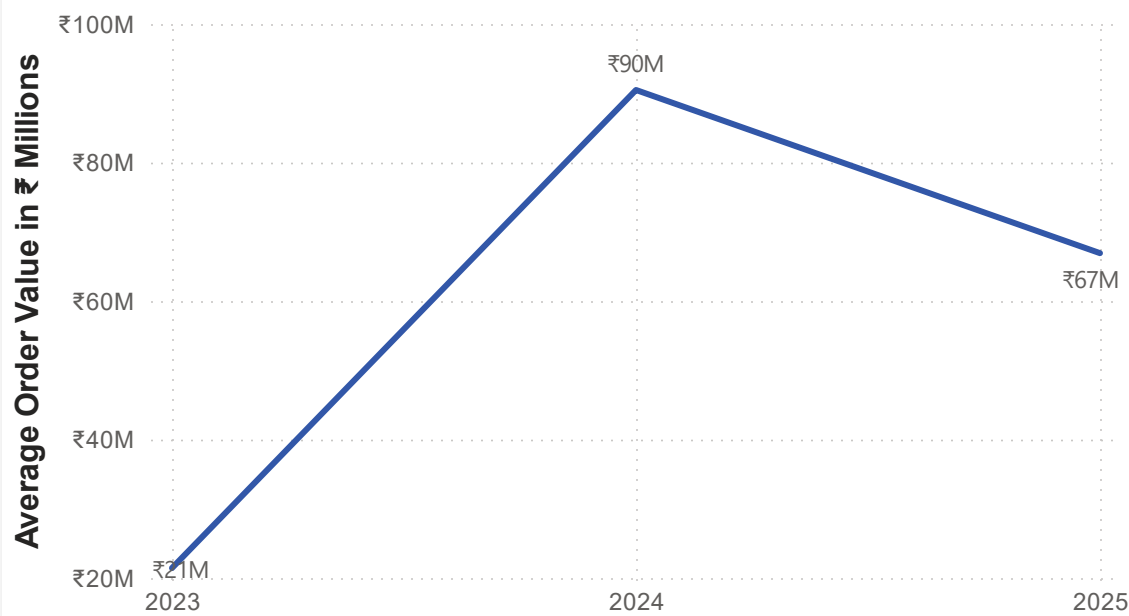
Product Name	Profit Margin %
Dumbbells Doloribus	25.00%
Microwave Nihil	24.98%
Smartwatch Accusantium	24.98%
Table Deleniti	24.97%
Shampoo Hic	24.96%
Biography Repudiandae	24.95%
Microwave Odio	24.95%
Kids Wear Labore	24.93%
Sugar Ab	24.92%
Sofa Laudantium	24.92%
Spices Ab	24.91%
Table Nulla	24.90%
Total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

Customer Behaviour

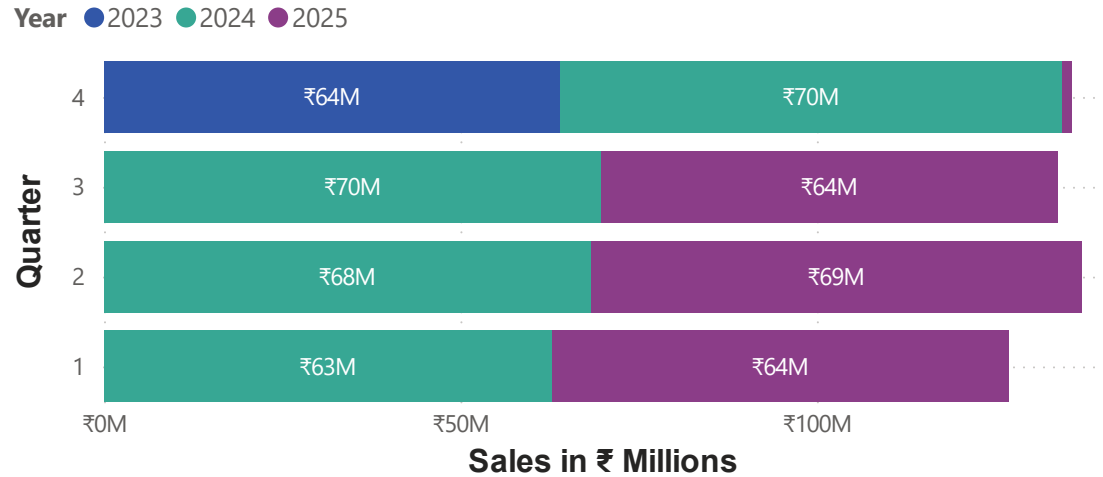
Top 10 Customers by Sales



Average Order Value by Year

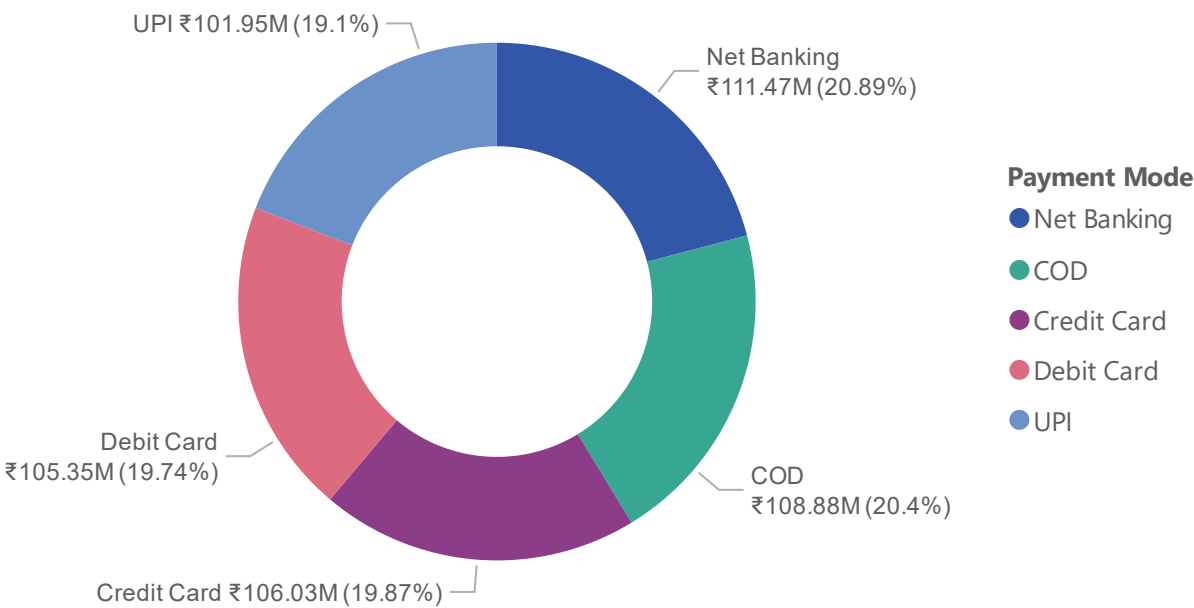


Sales by Quarter and Year

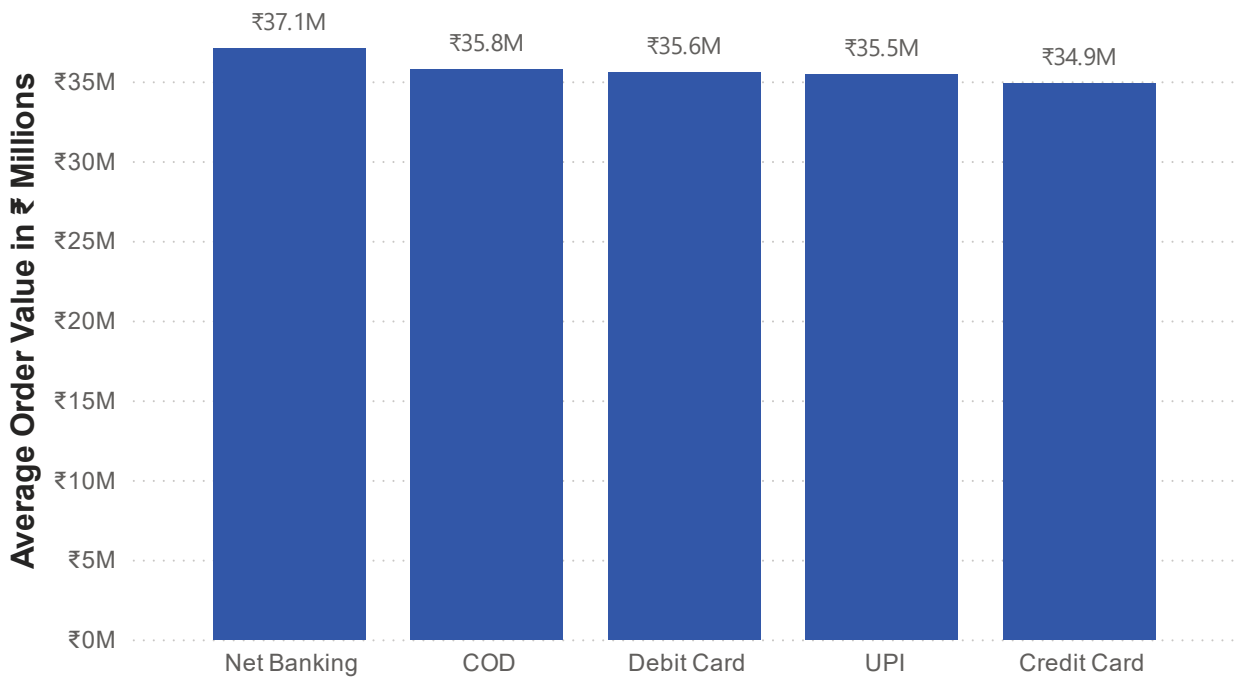


Payment Mode Analysis

Sales by Payment Mode



Average Order Value by Payment Mode



Profit by Payment Mode



Payment Mode by Quarter

