

Data Analysis Using Excel

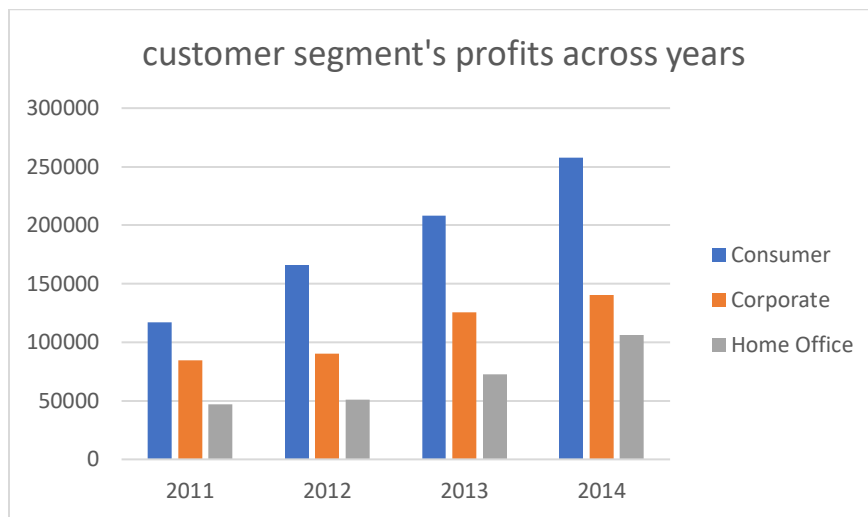
Dataset:

I have taken online shopping data of a global super store over four years i.e from 2011 to 2014 and had performed data analysis using excel and tried to answer some questions related to customers and product analysis.

Customer Analysis:

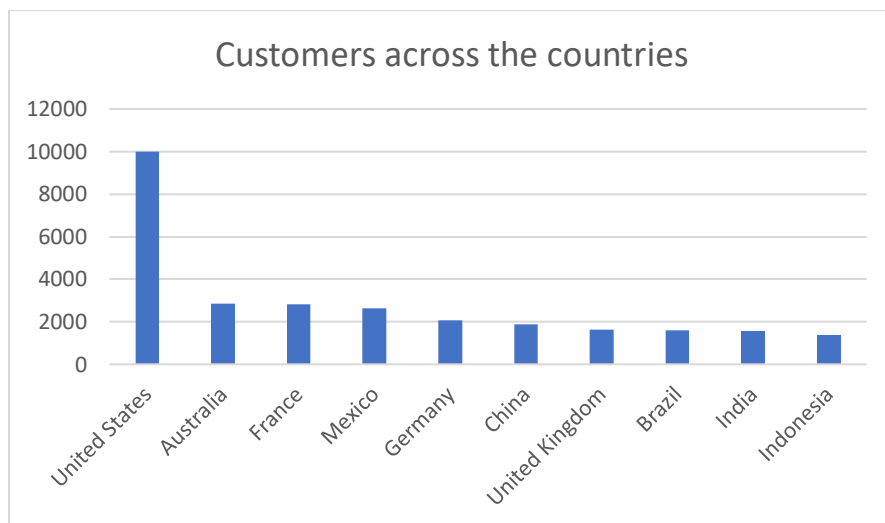
1Q)Which customer segment is most profitable in each year?

Ans)



2Q)How the customers are distributed across the countries?

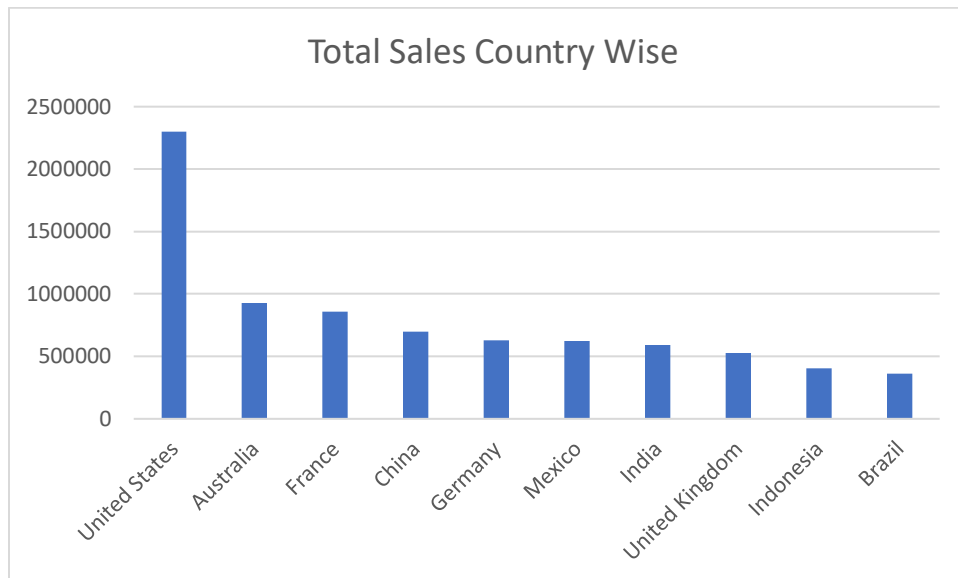
Ans)



Product Analysis:

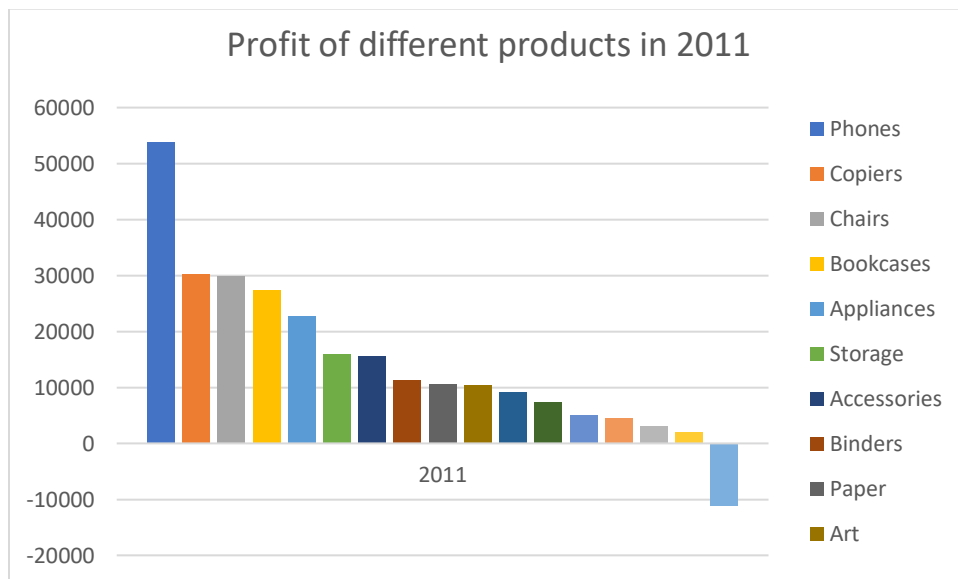
1Q) Which country has top sales?

Ans) United States has the highest sales with 2297200 sales

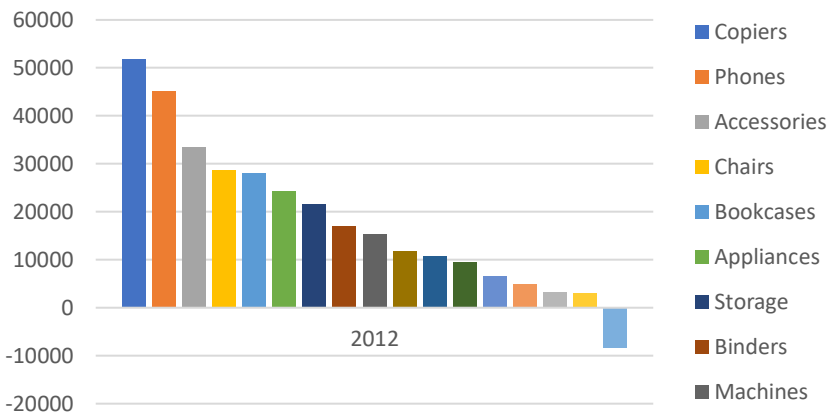


2Q) Which are the top 5 profit-making product types on a yearly basis?

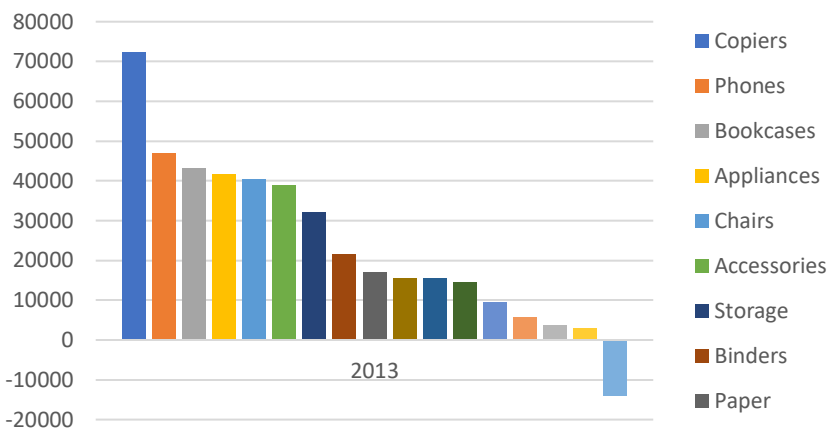
Ans)



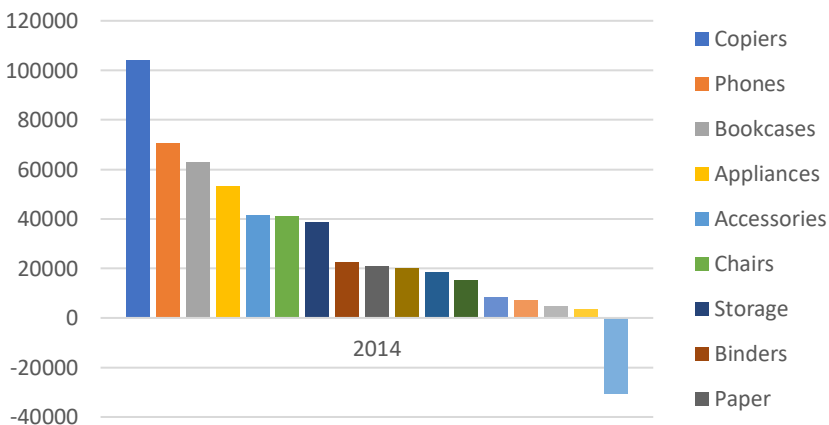
Profit of different products in 2012



Profit of different products in 2013



Profit of different products in 2014



3Q)What is the average delivery time across the counties - bar plot?
Ans)

