Ecommerce Analysis

# Recommendations

☑ Focus targeted ads more on web.

☑ Focus targeted ads more to fashion and males.

☑ Ramp up marketing efforts in November.

☑ Focus mainly on ramping up t-shirt sales and apple laptop for max profit.

Check rest of report for breakdown of this summary.

1. What device types do Customer's use?

	Device_Type	Count
0	Web	47626
1	Mobile	3658

3.66K (7.13%)

47.63K (92.87%)

Device_Type
- Web
- Mobile
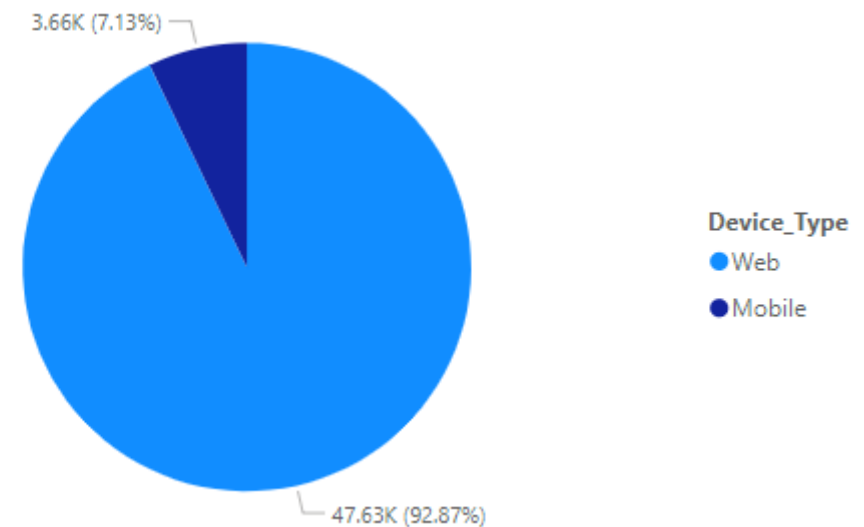
- Web device by far more popular than mobile devices.

2. What product categories am I selling?

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   Product_Category       Total_Quantity

0  Auto & Accessories            17582

1  Fashion                       66639

2  Electronic                     5951

3  Home & Furniture              38190
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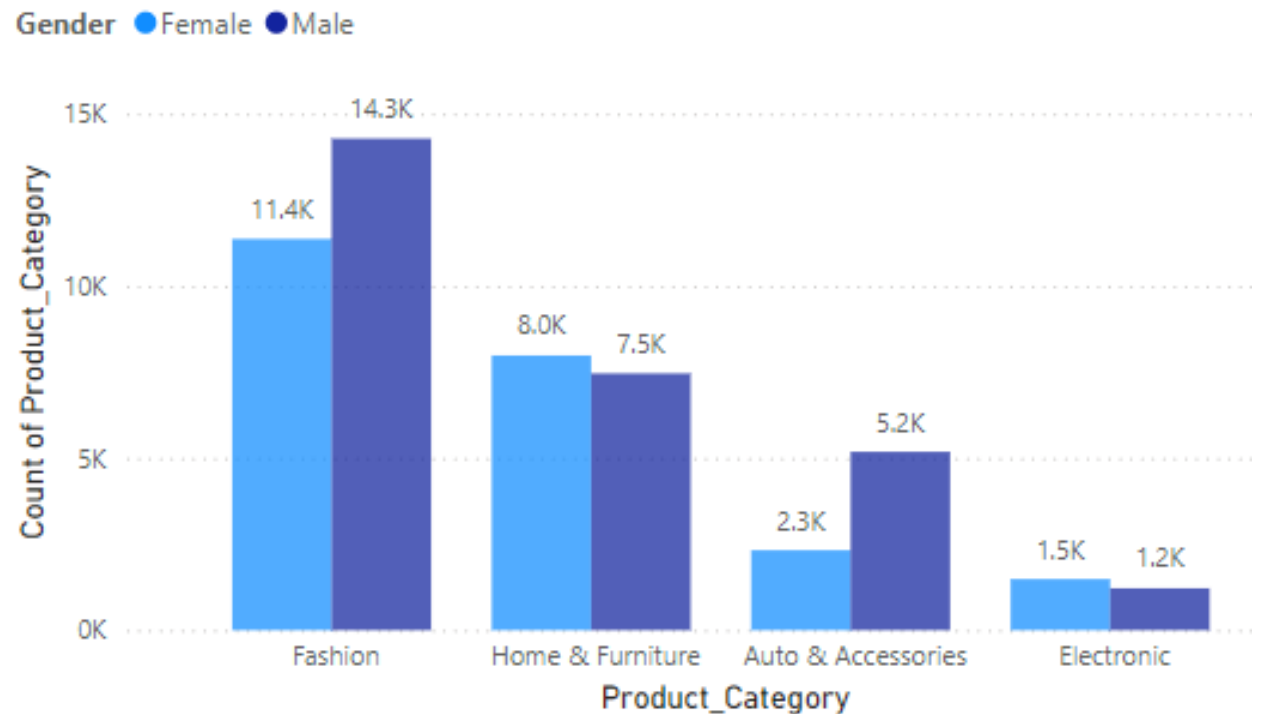
- Fashion most popular category

3. Which product categories do I sell to whom?

	Product_Category	Gender	Count
0	Auto & Accessories	Female	2322
1	Auto & Accessories	Male	5177
2	Fashion	Female	11365
3	Fashion	Male	14281
4	Electronic	Female	1484
5	Electronic	Male	1217
6	Home & Furniture	Male	7458
7	Home & Furniture	Female	7980

- Males in Fashion is top demographic

4. Seasonal Trends

	Order_Date	Total_Sales
0	2018-04-24	94531
1	2018-07-30	72191
2	2018-06-30	49882

	Week_Dates	Total_Sales
0	2018-04-22 to 2018-04-28	273418
1	2018-11-04 to 2018-11-10	250264
2	2018-11-11 to 2018-11-17	230012

|	Month	Total_Sales
0	11	877881
1	5	824362
2	7	810205
3	12	767147
4	10	743387

Sum of Sales by Month
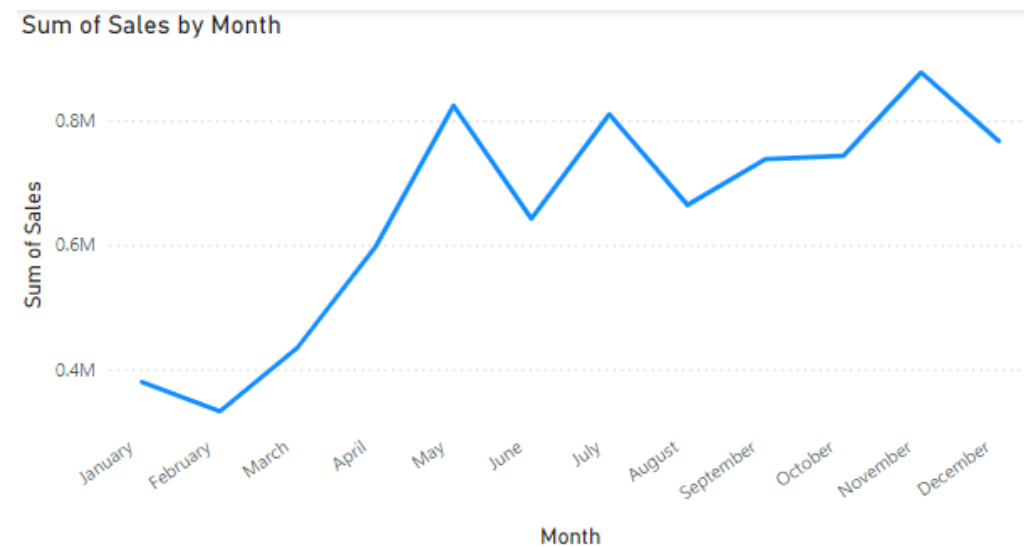
- Most sales occurred on 24th April
- November was top month for sales
- The week of 22-28th April was best performing week

5. Top Products by Profit

	Product	Total_Profit_per_Unit
0	Apple Laptop	67.124
1	Tyre	65.5511
2	Iron	57.2136
3	T - Shirts	56.9196
4	Car Pillow & Neck Rest	53.5939

	Product	Total_Profit
0	T - Shirts	340721
1	Titak watch	296718
2	Running Shoes	289098
3	Jeans	276856
4	Formal Shoes	265351

Sum of Sales by Product
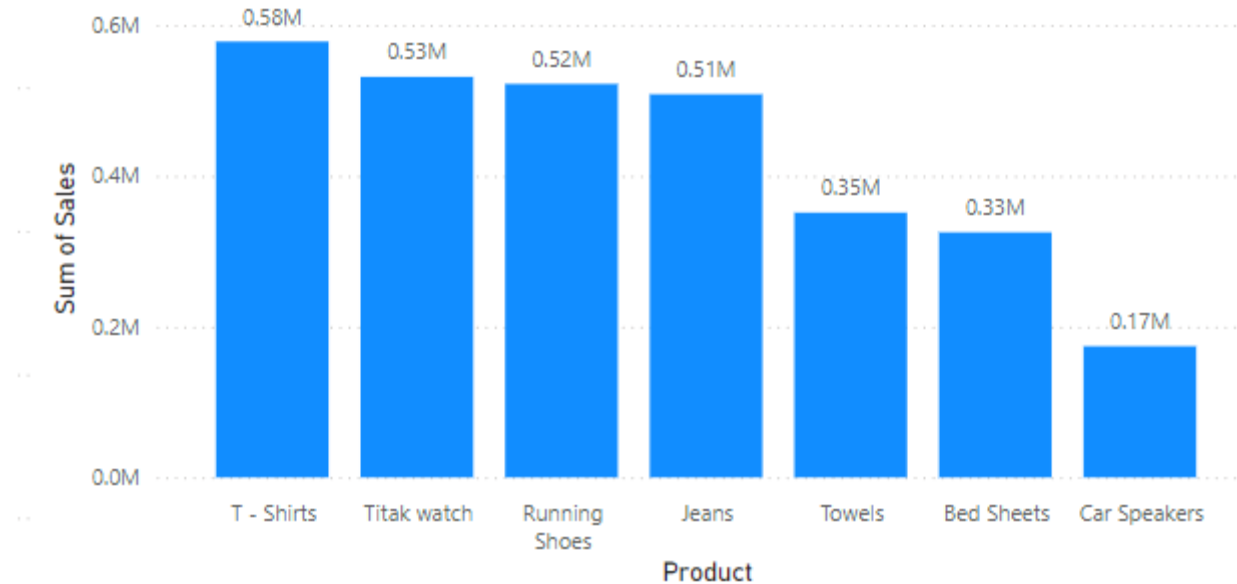
- Apple Laptop was top performing product by profit per unit.
- T-shirts were most profitable product.