

STORYTELLING WITH DATA

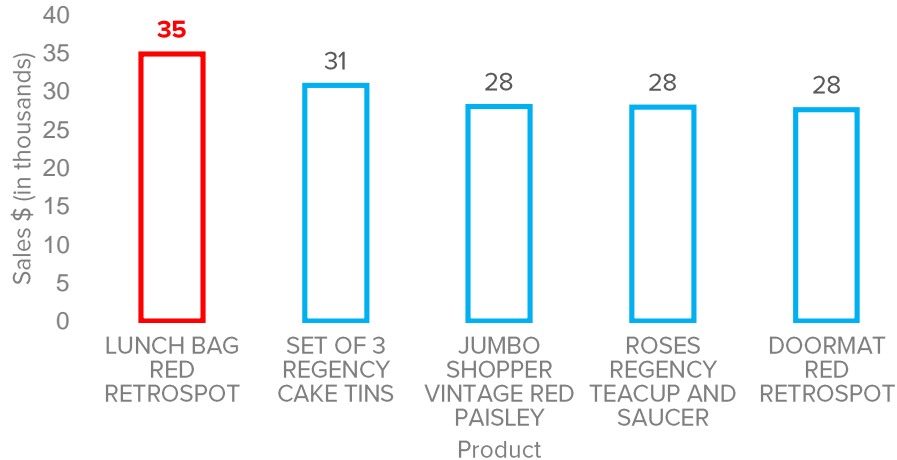
PROJECT 03

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The best sold products on E-commerce platform

**Data Collected between 01/12/2010 and 09/12/2011 for a UK-based and registered non-store online retail **

TOP 05 MOST SOLD PRODUCTS



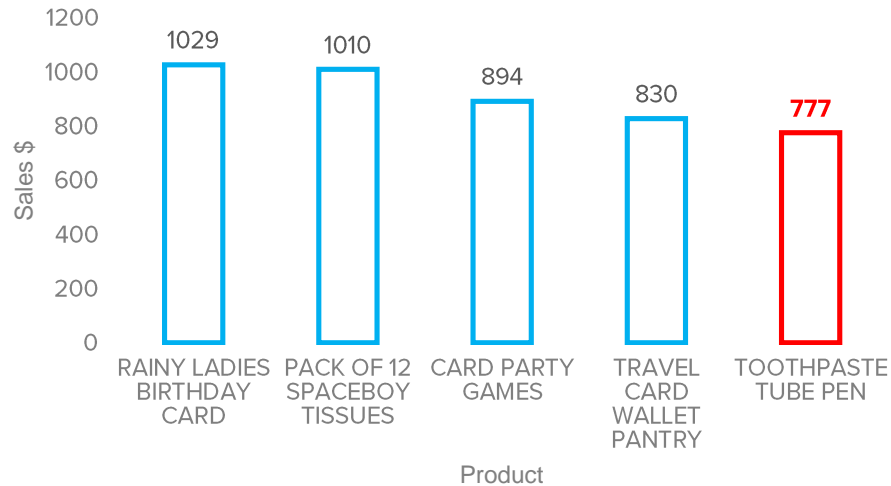
This plot illustrates the trend of TOP 05 sold products from an UK online store “e-commerce platform” in a time period between 01/12/2010 and 09/12/2011. From the plot we can see that “LUNCH BAG RED RETROSPOT” was the product that had a better performance achieving almost 35.000 \$ on sales based on the data collected for this analysis.

****The data analyzed here are extracted from [Ecommerce Data Set](#) found on Kaggle platform ****

The least sold products on E-commerce platform

**Data Collected between 01/12/2010 and 09/12/2011 for a UK-based and registered non-store online retail **

TOP 05 LEAST SOLD PRODUCTS



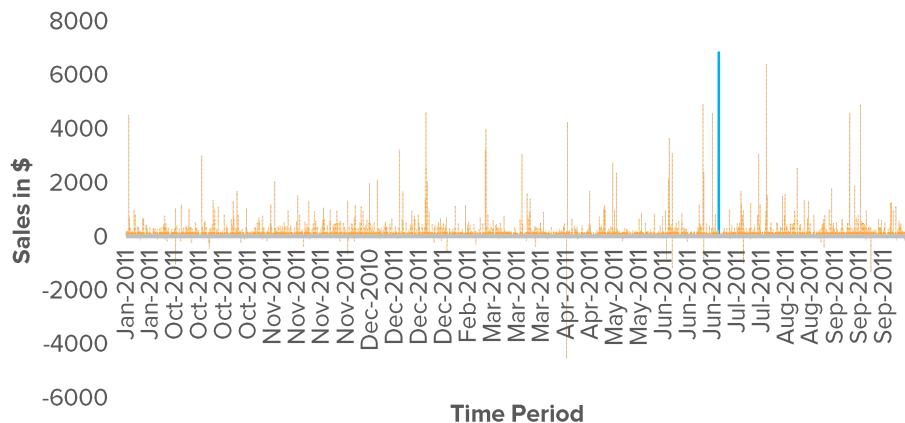
This plot illustrates the trend of TOP 05 least sold products from an UK online store “e-commerce platform” in a time period between 01/12/2010 and 09/12/2011. From the plot we can see that “TOOTHPASTE TUBE PEN” was the product that had a lowest performance in terms of sales. For these 05 products available on the platform, the decision recommended to take are: first discontinue selling these products or second engage with customers in order to understand why they are not buying them and then decide which approach/initiative take in order to increment the sales.

****The data analyzed here are extracted from [Ecommerce Data Set](#) found on Kaggle platform ****

Sales Trends Over Time period on E-commerce platform

**Data Collected between 01/12/2010 and 09/12/2011 for a UK-based and registered non-store online retail **

SALES TREND OVER TIME PERIOD



This plot illustrates the trend of the sales products over time period, between 01/12/2010 and 09/12/2011 from an UK online store “e-commerce platform”. From the plot we can see that in June 2011 we had a spike on sales, representing the best performance in terms of sales, following by July that has the second best performance achieved.

****The data analyzed here are extracted from [Ecommerce Data Set](#) found on Kaggle platform ****