A (U.S.) Based Ecommerce Sales Data Analysis

Analysing (U.S.) Ecommerce Sales Data.

Insights: -

- ➢ *From the year of 2011-2014 Tables, Bookcases, supplies sub category profit almost reached to the -5%.*
- ➢ *on an average sales going but in the year of 2014, sales getting some down in the month Dec,*
- ➢ *rather than some growth has seen in Oct -Nov Month every year.*
- ➢ *5% growth have seen in this year from last financial year (2013).*
- ➢ *as compare to order Technology category hold highest sale and profit.*
- ➢ *as we talk top 5 profitable States are California, Washington, Michigan, New York, Virginia.*

summary: -

- ❖ *have to pick least sub category Products and make some discounts to sale.*
- ❖ *Specially Targeting the Oct - Nov Month with Amazing Offers.*
- ❖ *More Work and more Technology Products.*
- ❖ *Targeting the 5 profitable State with offers, cash back, free shipping other things.*