



E COMMERCE SALES ANALYSIS

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presented by
Ankit Kumar Pal





DESCRIPTION

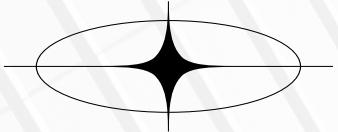
Conducted a comprehensive analysis of e-commerce sales data to derive actionable insights for business decision-making. Leveraged Python and its data analysis libraries to perform data cleaning, exploratory data analysis (EDA), and visualization. Developed recommendation models to enhance customer experience and improve sales strategy. The project focused on analyzing customer behavior, sales trends, and product performance, providing strategic insights for e-commerce growth. Delivered results that align with business objectives and demonstrated expertise in handling large datasets, improving data-driven decision-making processes.





KEY SKILLS

Python, Pandas, Plotly, Data Cleaning, EDA,
Visualization, Business Insights.



OBJECTIVE

The primary objective was to analyze e-commerce sales data to derive insights into customer behavior, sales trends, and product performance. The goal was to help businesses make data-driven decisions, optimize sales strategies, and improve customer satisfaction.

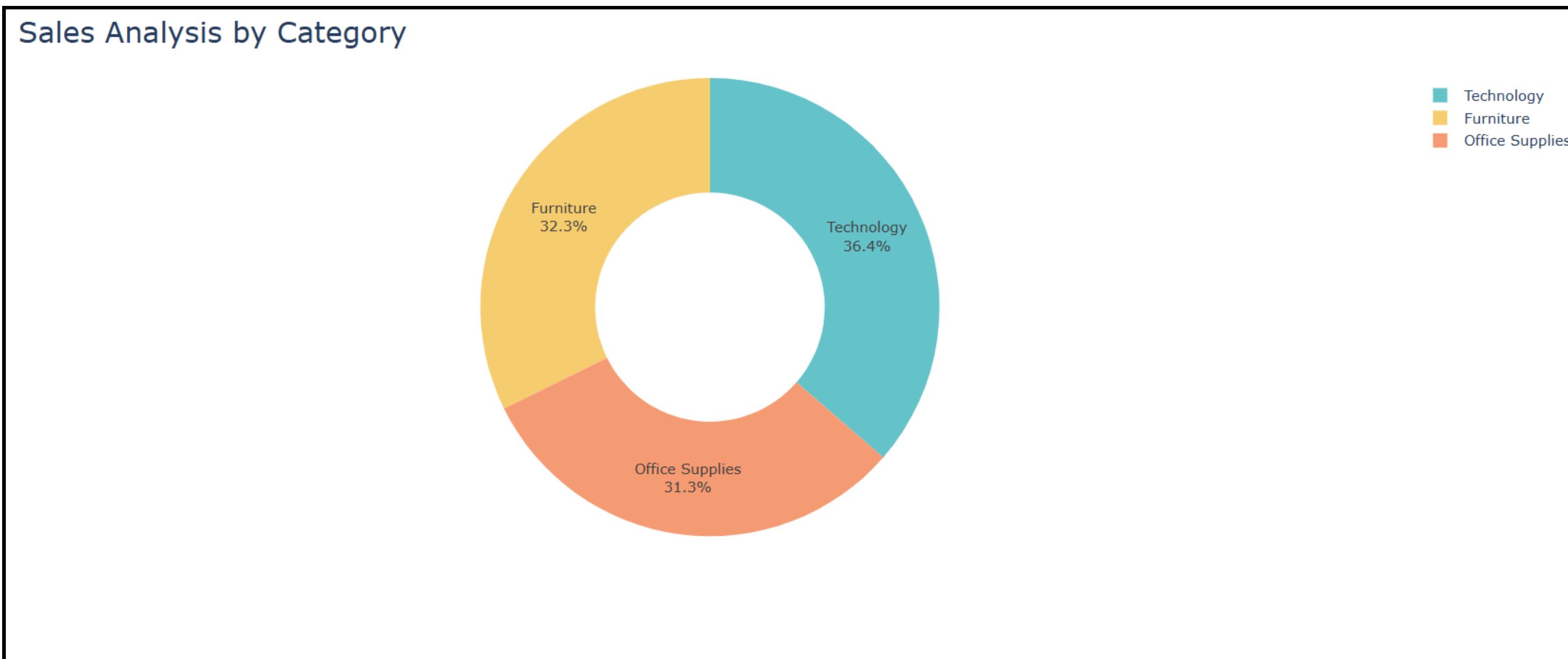


KEY ACTIONS

1. CALCULATE THE MONTHLY SALES OF THE STORE AND IDENTIFY WHICH MONTH HAD THE HIGHEST SALES AND WHICH MONTH HAD THE LOWEST SALES.
2. ANALYZE SALES BASED ON THE PRODUCT CATEGORIES AND DETERMINE WHICH CATEGORY HAS THE LOWEST SALES AND WHICH CATEGORY HAS THE HIGHEST SALES.
3. SALES ANALYSIS NEED TO BE DONE BASED ON SUB-CATEGORIES.
4. ANALYZE THE MONTHLY PROFIT FROM SALES AND DETERMINE WHICH MONTH HAD THE HIGHEST PROFIT.
5. ANALYZE THE PROFIT BY CATEGORY AND SUB-CATEGORY.
6. ANALYZE THE SALES AND PROFIT BY CUSTOMER SEGMENT.
7. ANALYZE THE SALES TO PROFIT RATIO.



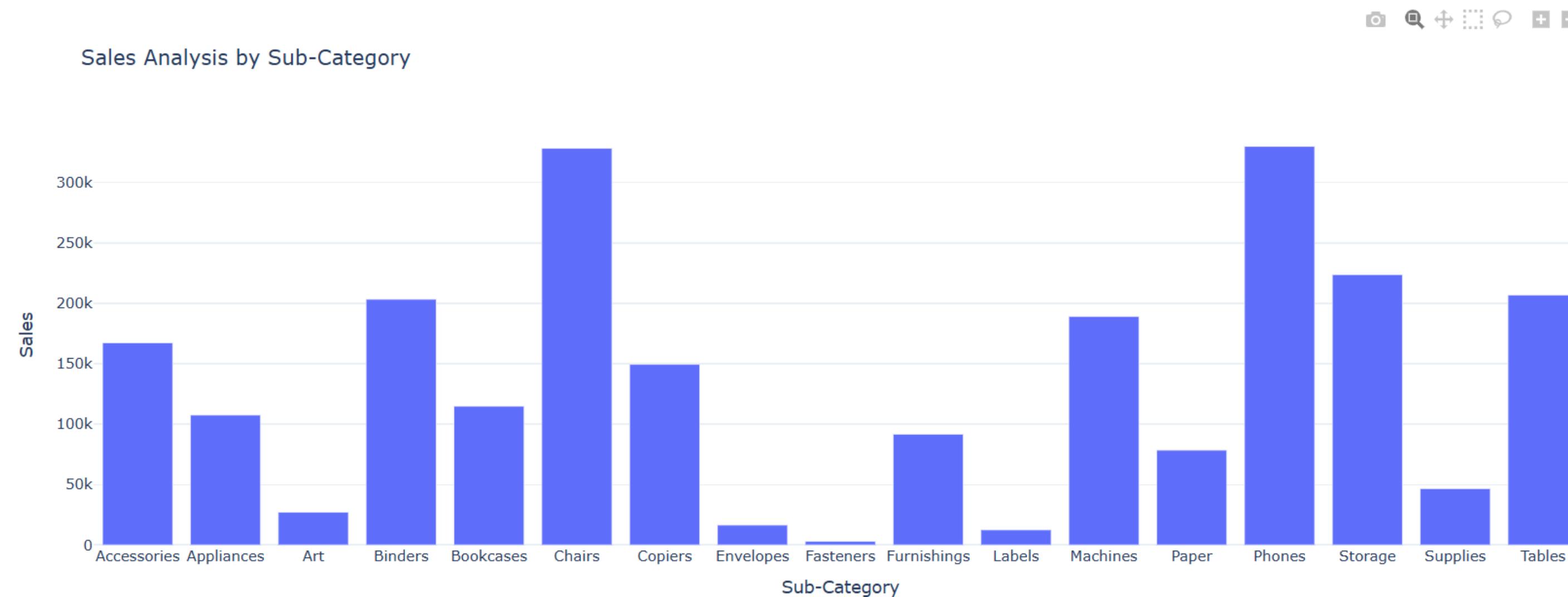
Sales Analysis By Category



Sales and Profit Analysis by Customer Segment



Sales Analysis by sub-category





THANK YOU!