Ecommerce Sales Analysis

Problem Statement

An e-commerce company wants to analyse its sales data to gain insights into customer behaviour, sales patterns, and identify opportunities for revenue growth. The company needs to leverage data analytics techniques to make informed decisions about marketing strategies, product offerings, and pricing.

The project aims to perform a comprehensive analysis of the company's sales data to understand customer behavior, identify trends, and uncover patterns that can help improve sales. The analysis will focus on customer demographics, purchase history, product categories, pricing, and marketing campaigns.

The project also aims to identify customer segments with high potential for future sales and recommend strategies to improve customer engagement and loyalty. The company wants to leverage data analytics to optimize its marketing and sales efforts and increase revenue.

Overall, the goal of the project is to help the e-commerce company gain a deeper understanding of its sales data and use that knowledge to make data-driven decisions that will improve sales and increase revenue.