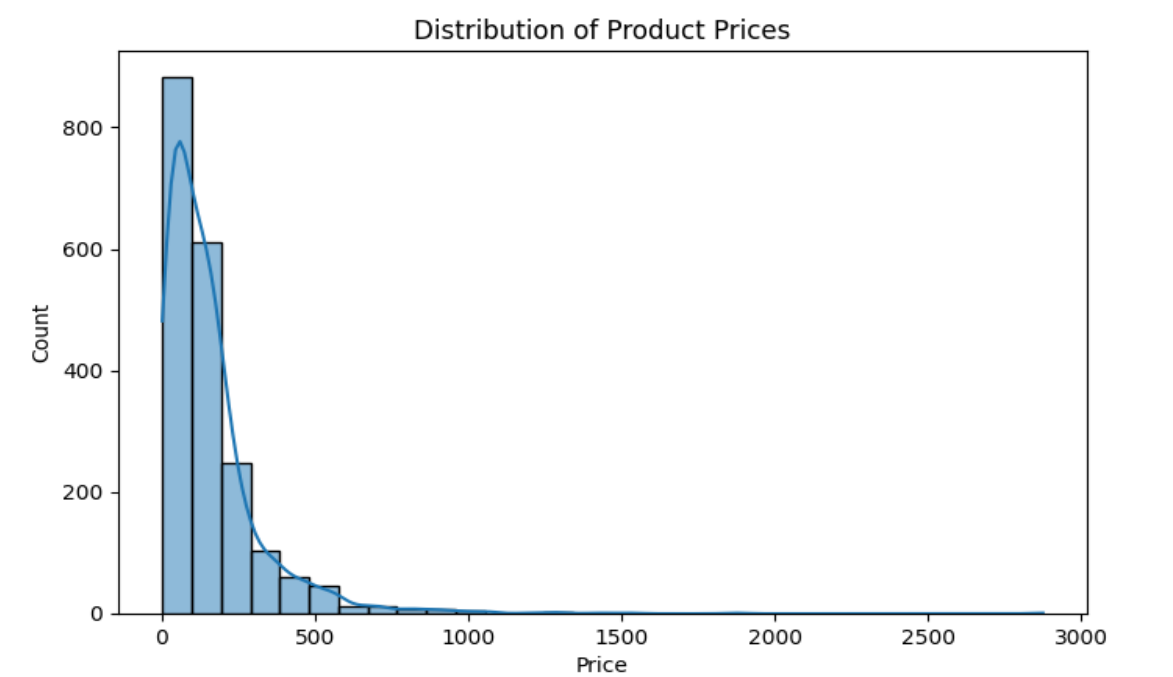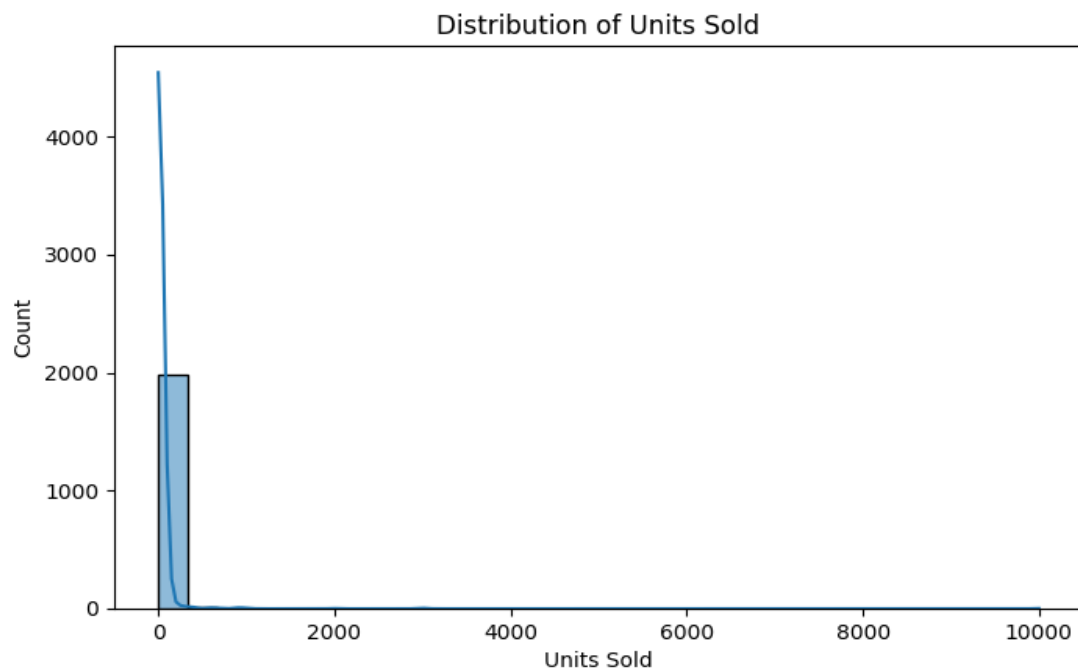# E-commerce Furniture Sales Analysis & Prediction

This enhanced report includes visual analysis to support business findings. All original insights are preserved and expanded with graphical interpretation.

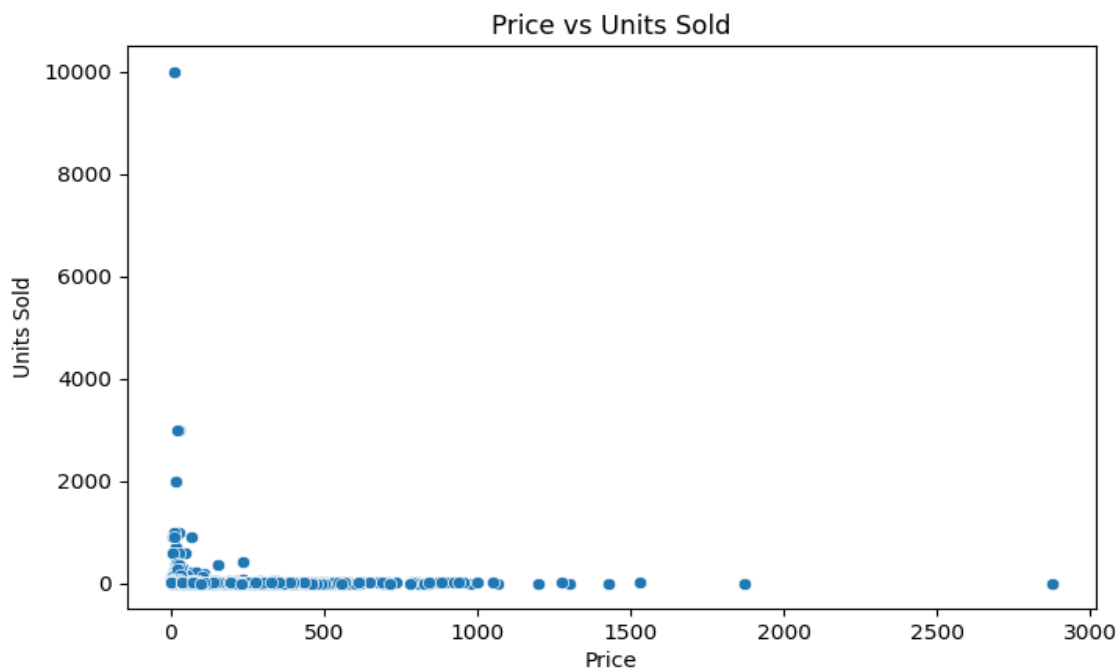## Price Distribution Analysis

The price distribution is positively skewed, indicating that the majority of furniture products are listed at lower price points, with a small number of premium items forming a long right tail. This suggests the marketplace primarily competes in the budget to mid-range segment.

Units Sold Distribution
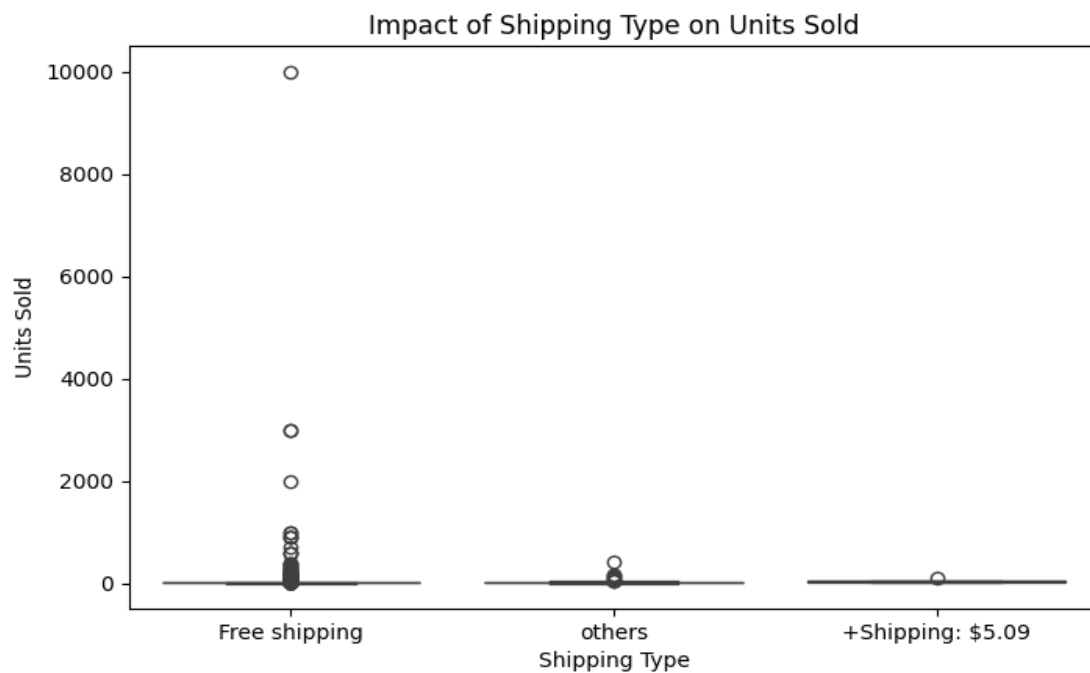
Distribution of Units Sold

The units sold distribution is highly right-skewed. Most products generate low sales volumes, while a small subset of listings drives exceptionally high sales. This reflects a typical winner-takes-most dynamic common in e-commerce platforms.

Price vs Units Sold Relationship
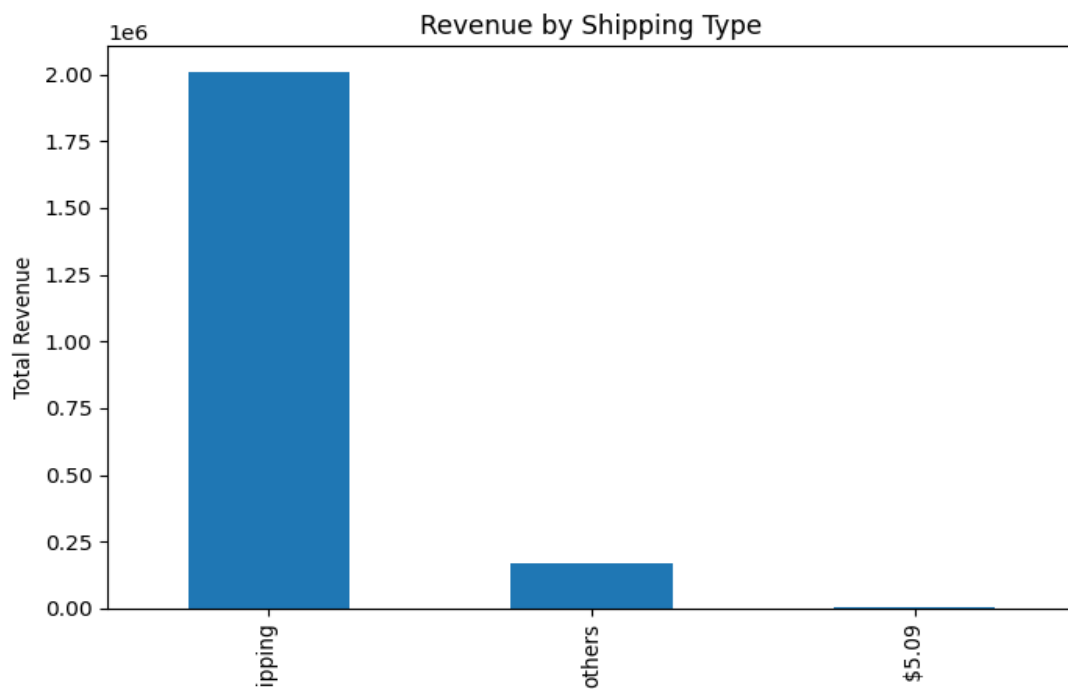

Price vs Units Sold

The scatter analysis shows an inverse relationship between price and units sold. Lower-priced items generally achieve higher sales volumes, indicating strong customer price sensitivity in the furniture marketplace.

Impact of Shipping Type on Sales

Impact of Shipping Type on Units Sold

Products offering free shipping demonstrate higher median sales compared to paid shipping categories. This indicates that shipping cost acts as a psychological barrier and that free shipping can significantly improve conversion performance.

Revenue by Shipping Type

Revenue by Shipping Type

Revenue analysis clearly shows that free shipping products dominate total revenue generation. This confirms that free shipping is not only a sales driver but also a key revenue optimization strategy for e-commerce furniture sellers.

Enhanced Conclusion

The visual analysis reinforces earlier findings: customers are highly price-sensitive and strongly responsive to free shipping incentives. Sellers can improve performance by optimizing pricing strategy and prioritizing free shipping offers where feasible.