Problem Statement: Prepare a basic report about the data of E-Commerce company sales.

Data loaded to python and checked for any discrepancies or anomalies. Also checked whether any duplicate or missing values present in the data.
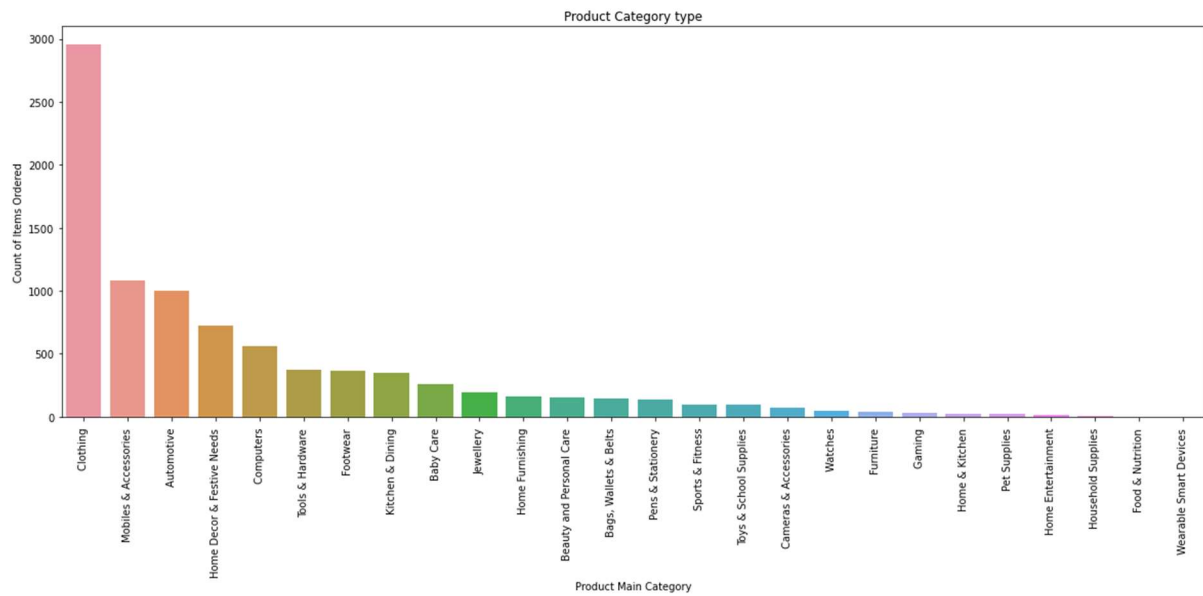
Basic data analysis was performed in available datasets. Following are the insights.
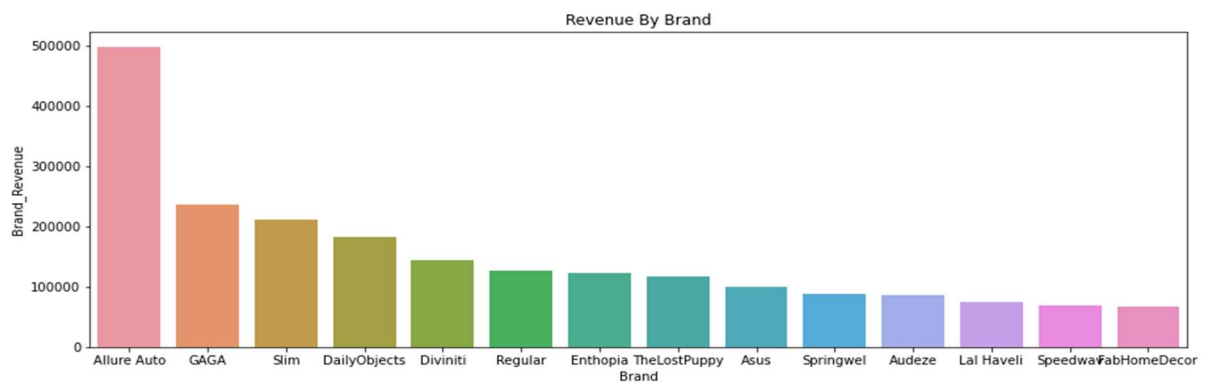
Insights

- Dataset contains information about 8927 sales of different products.
- 2580 different brands are there in the available data.
- Maximum orders were placed for clothing whereas minimum orders were placed for wearable smart devices.
- The net revenue generated by the ECom company across all orders is 2242221.75 rupees
- Five main product categories based on orders placed
    - Clothing
    - Mobiles & Accessories
    - Automotive
    - Home Decor & Festive Needs
    - Computers

- Following are the 5 highest revenue-generating brands
    - Allure Auto
    - GAGA
    - Slim
    - DailyObjects
    - Diviniti
- Following are the top 5 brands with the highest number of orders
    - Allure Auto
    - Regular
    - Slim
    - TheLostPuppy
    - Black
- From the analysis of revenues from different regions following insights come out
    - North region outperformed in the month of August, however, it generated the least Revenue in July month
    - East region outperformed in the month of August, however, it generated the l east Revenue in October month
    - West region outperformed in the month of March, however, it generated the l east Revenue in October month
    - South region outperformed in the month of March, however, it generated the l east Revenue in May month
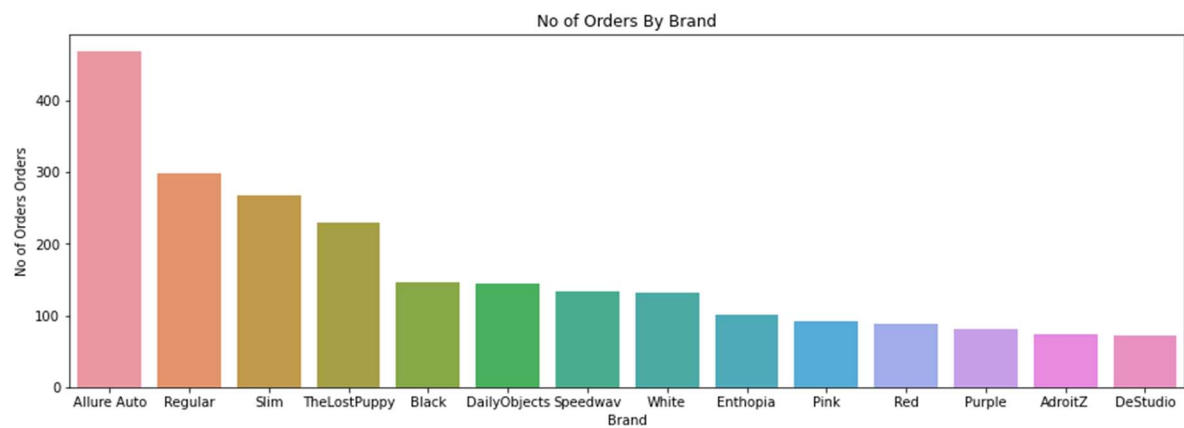
Visualizations of the Data

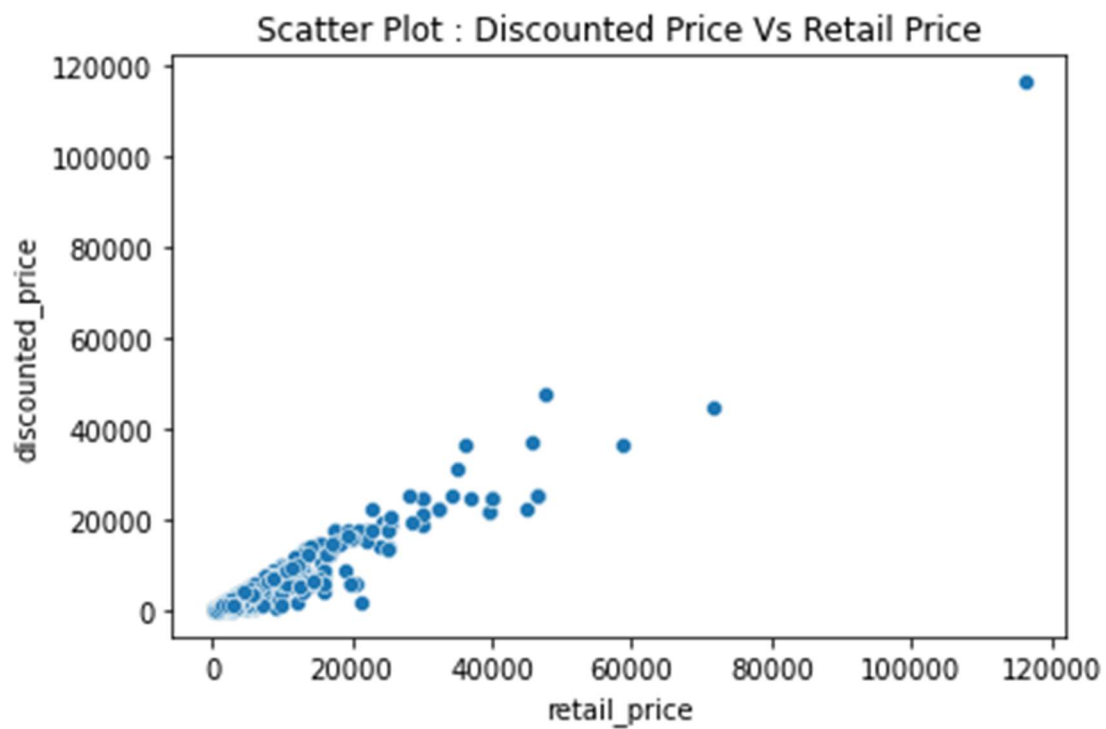➢ Count of Items Ordered Category Wise

Product Category type

➢ Revenue Achieved by Top Brands

Revenue By Brand

➢ Brands Having Top Most Number of Orders

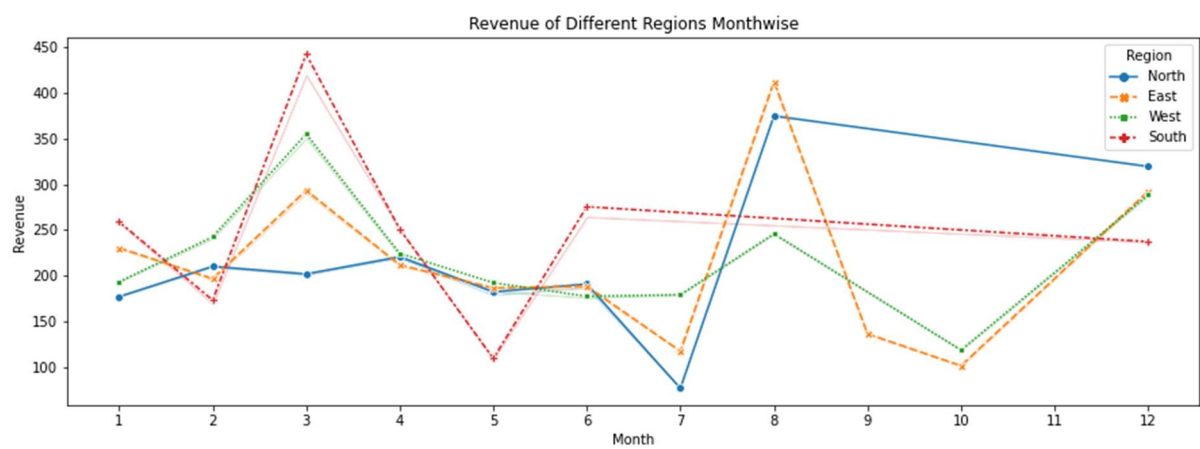No of Orders By Brand

➢ Relationship Between Discounted Price Vs Retail Price

➢ Region Wise Sales

➢ Scatter Plot of Dataset