E-commerce Sales Analysis

Project Report

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Date: September 2025

Abstract

This project focuses on analyzing e-commerce sales data to identify patterns, trends, and actionable insights. Using the Sample Superstore dataset, the analysis was conducted in Python leveraging libraries such as Pandas and Plotly for visualization. The study highlights sales distribution across categories, profitability trends, regional performance, and customer segments. The findings emphasize that high sales volumes do not always lead to profitability, as discounts and product type influence margins. These insights can support strategic decision-making in e-commerce businesses.

Introduction

The e-commerce industry generates vast amounts of data from transactions, customer interactions, and product sales. Analyzing this data provides organizations with deeper insights into consumer behavior, operational efficiency, and profitability. The objective of this project is to analyze historical sales data from a retail superstore, uncover key business insights, and present them in an interpretable format for decision-makers.

Dataset Description

Dataset: **Sample - Superstore.csv**

This dataset contains historical sales data including details of orders, customers, regions, products, and profitability. It has over 10,000 rows and includes the following important columns:

Column	Description
Order Date	Date when the order was placed
Ship Date	Date when the order was shipped
Customer ID	Unique identifier for customer
Segment	Customer segment (Consumer, Corporate, Home Office)

Region	Geographical region of sales
Category	Product category (Furniture, Office Supplies, Technology)
Sub-Category	Specific product type
Sales	Sales revenue of the order
Quantity	Number of items ordered
Discount	Discount applied to the order
Profit	Profit earned from the order

Tools and Technologies Used

- Python (Jupyter Notebook)
- Pandas: data manipulation
- Plotly: interactive visualizations
- Rich: enhanced tabular data display
- IDE: Jupyter Notebook / VS Code

Methodology

1. Data Import and Cleaning
- Loaded dataset using Pandas
- Checked for missing values and data types
2. Exploratory Data Analysis (EDA)
- Summary statistics
- Dataset info tables
3. Visualization
- Category-wise sales and profits
- Region-wise performance
- Segment analysis
- Seasonal sales trends
4. Business Insights Extraction

Results and Insights

- Technology category generates the highest profits.
- Furniture has high sales but relatively low profits.
- Consumer segment contributes the most to overall revenue.
- West and East regions lead in sales performance.
- Seasonal peaks observed in November and December.
- Discounts negatively impact profitability in certain sub-categories.

Conclusion

The analysis demonstrates that higher sales volumes do not necessarily guarantee higher profits. Categories such as Furniture, while popular, may reduce overall profitability due to high discounts and operational costs. Strategic adjustments in discount policies, targeted marketing for profitable segments, and optimization of supply chain operations can improve business outcomes.

Future Scope

- Apply predictive models for sales forecasting
- Implement customer segmentation using machine learning

- Develop a recommendation system for personalized promotions
- Real-time dashboards for sales monitoring