

# Project 3

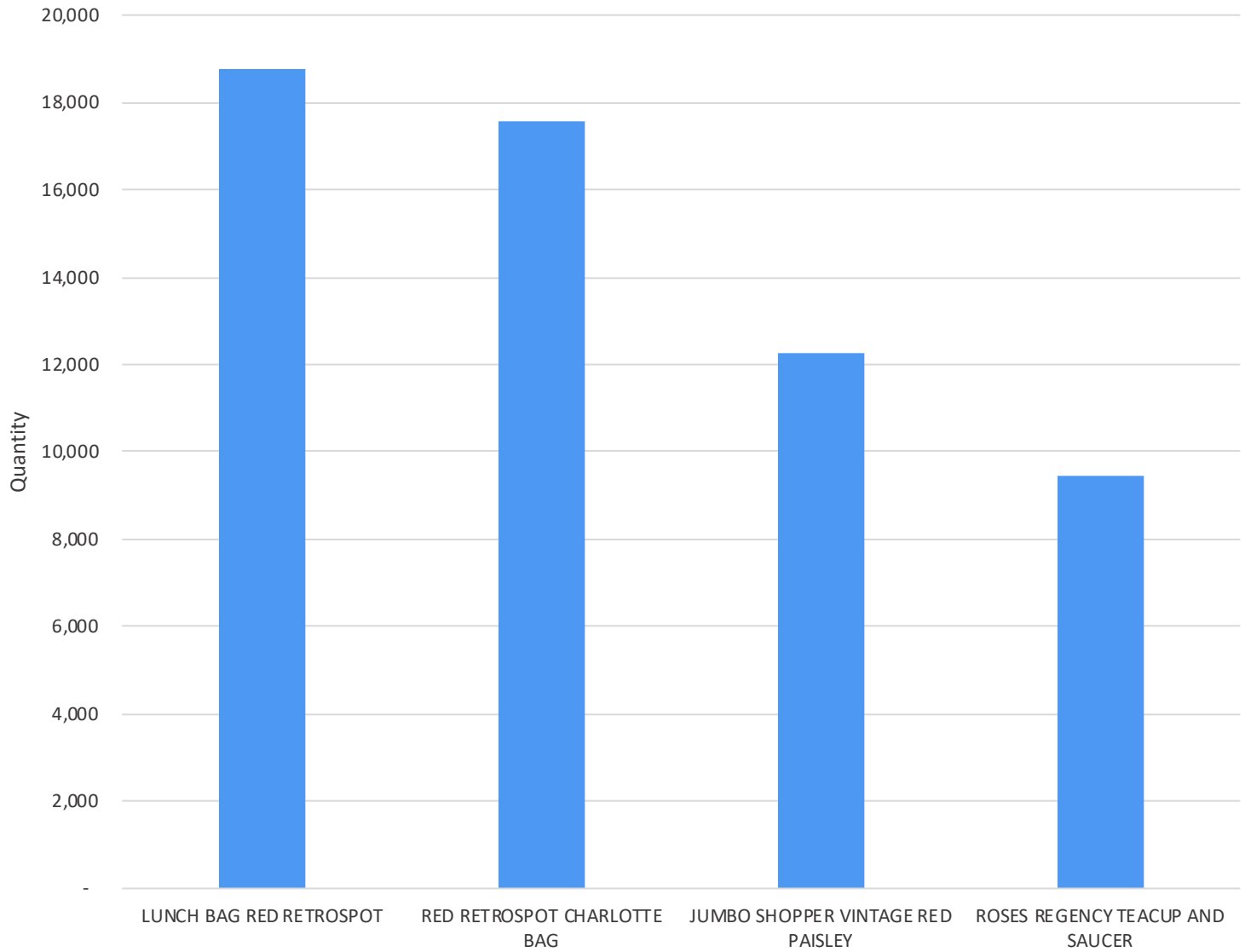
# Storytelling with Data

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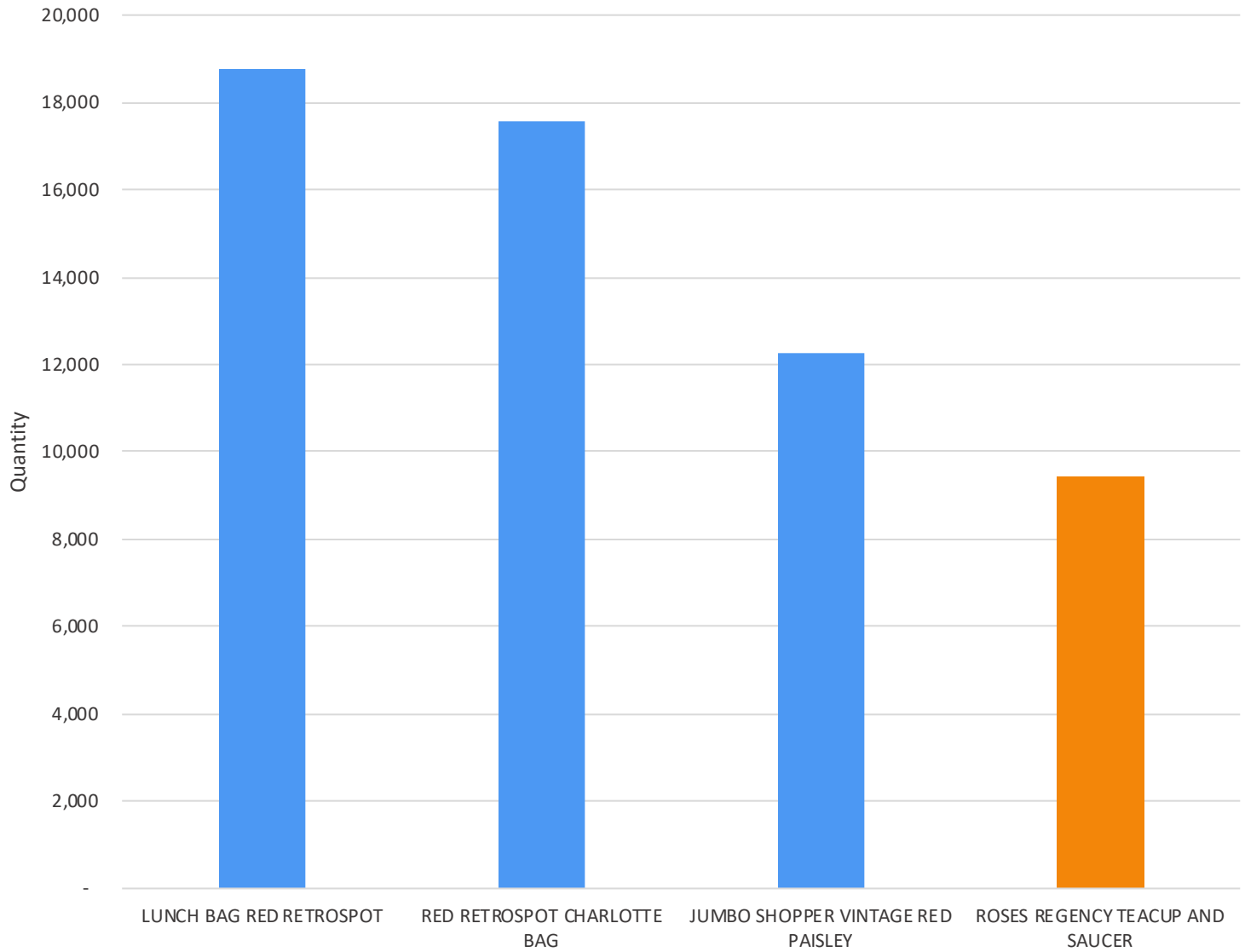
Marketing Analytics Nanodegree

Siouxsie J. Waller

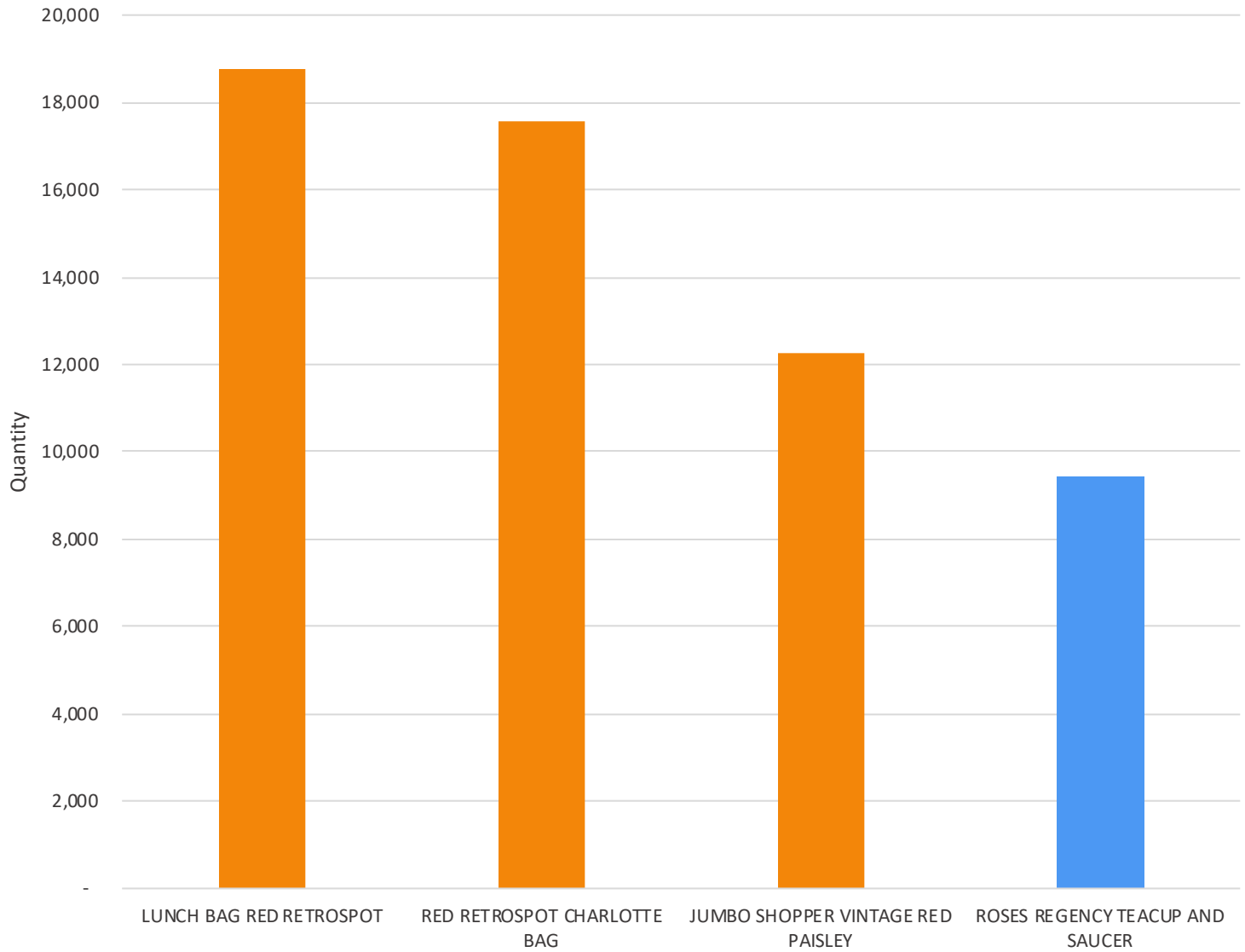
June 2020



*QUESTION: What are the most popular items at this e-commerce website?*

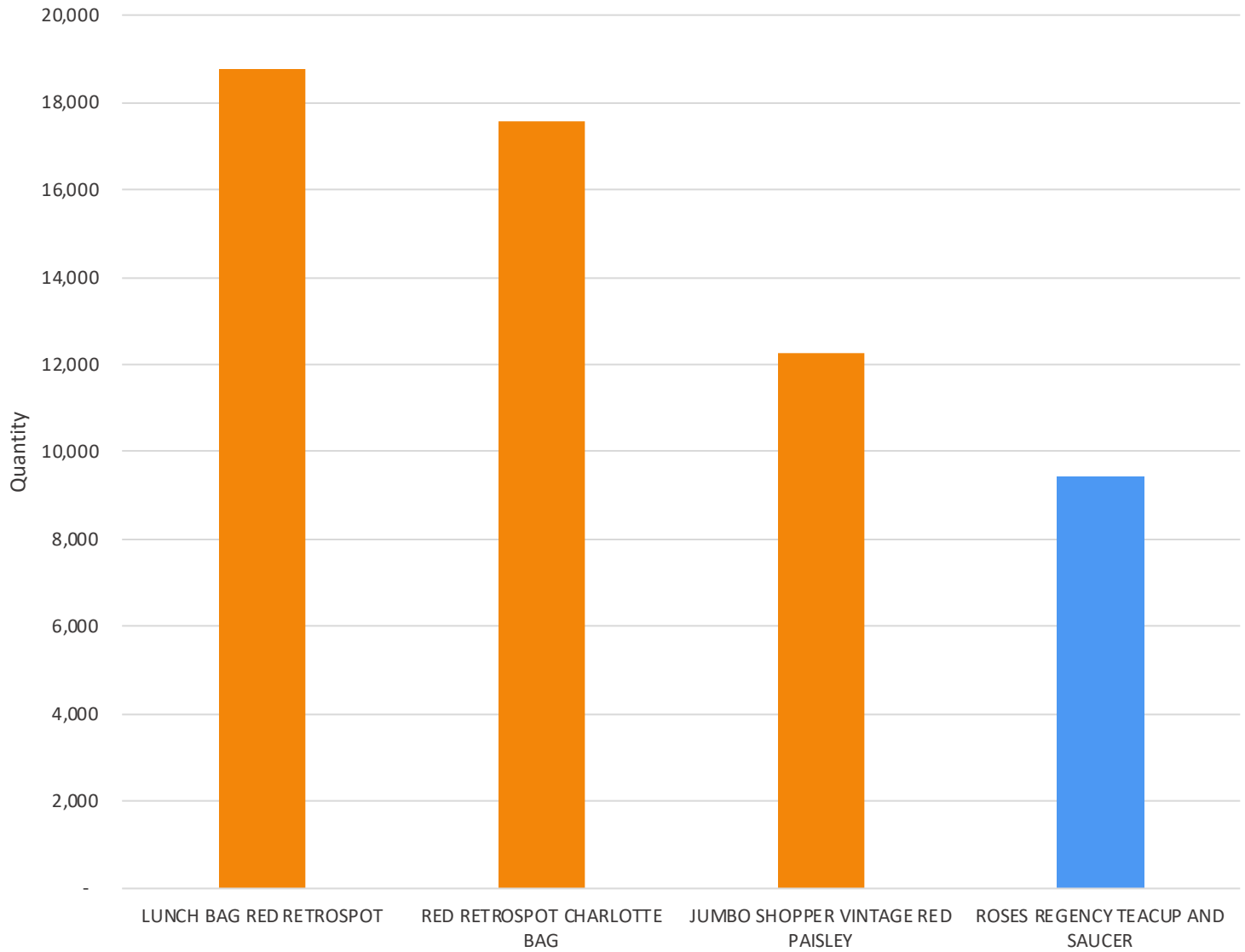


In 4<sup>th</sup> place, the **teacup and saucer** set sold 9,441 units.



**Bags** outperform all other items in the store, filling the top 3 spots for total sales.

The two bags in 2<sup>nd</sup> and 3<sup>rd</sup> place equal 29,796 total sales!



Rounding out the top spot, with 18,779 sales, is the **Red Retrospot Lunch Bag!**

Bags account for **84%** of the total sales of the top 4 spots in the store.