E- Commerce Sales Project

1. You need to calculate the monthly sales of the store and identify which month had the highest sales and which month had the lowest sales.

    ⇨ November(Highest), January (Lowest)

2. You need to analyze sales based on product categories and determine which category has the lowest sales and which category has the highest sales.

    ⇨ Tech , Furniture, Office

3. The sales analysis needs to be done based on sub-categories
    ⇨ Phone

4. You need to analyze the monthly profit from sales and determine which month had the highest profit.
    ⇨ Dec(Highest) , Jan(Lowest)

5. Analyze the profit by category and sub-category.
    ⇨ Tech (Highest in Category), Courier(In Sub Category)

6. Analyze the sales and profit by customer segment
    ⇨ Consumer -> Corporate -> Home Office

7. Analyze the sales to profit ratio
    ⇨ Consumer == 8.659471