



Data Analysis of Sales on Ecommerce 2024

OUTLINE

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 - 2 Data Source
 - 3 Data Structure Checking
 - 4 Exploratory Data Analysis
 - 5 Data Visualization
 - 6 Conclusion



Objective

To identify sales trend information based on time, platform, city and others

Data Source

We can find the dataset at :

<https://www.kaggle.com/datasets/joekeroika/e-commerce-data>



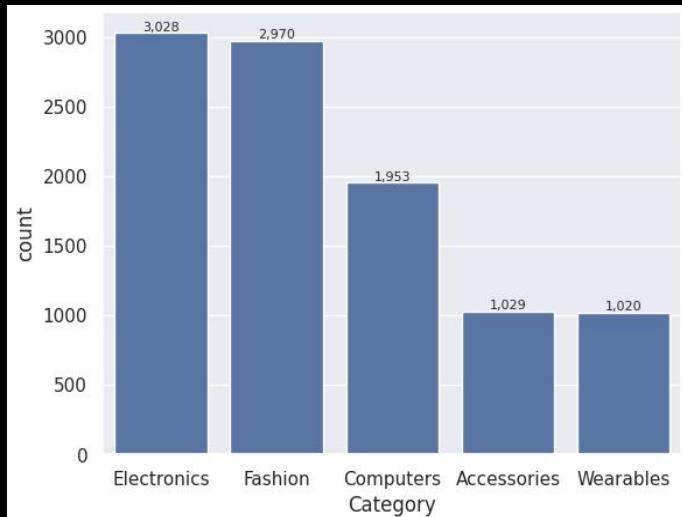
Data Structure Checking

The result of data structure :

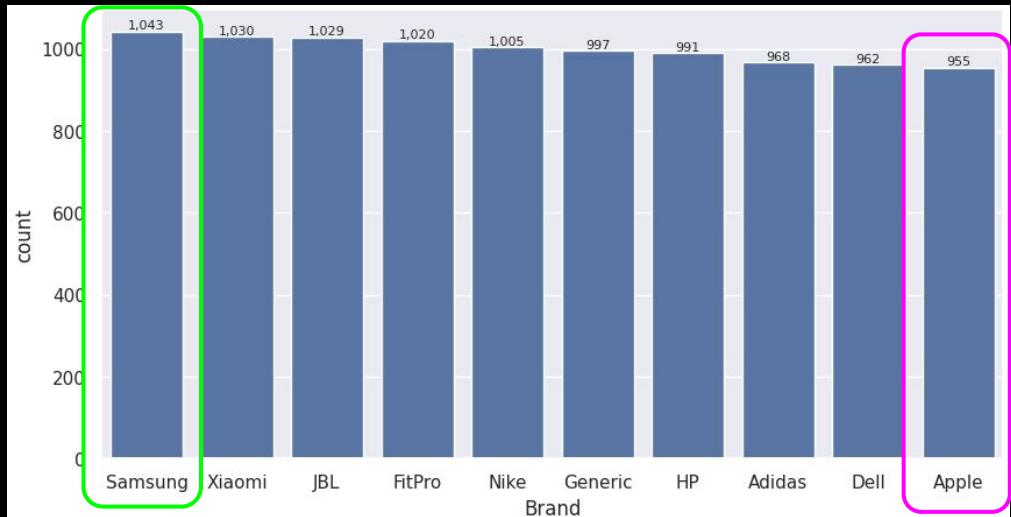
isnull.sum()	0
duplicated.sum()	0
Sum of columns and rows	12 columns and 9999 rows

Exploratory Data Analysis

Total of Sales by Category



Total of Sales by Brand

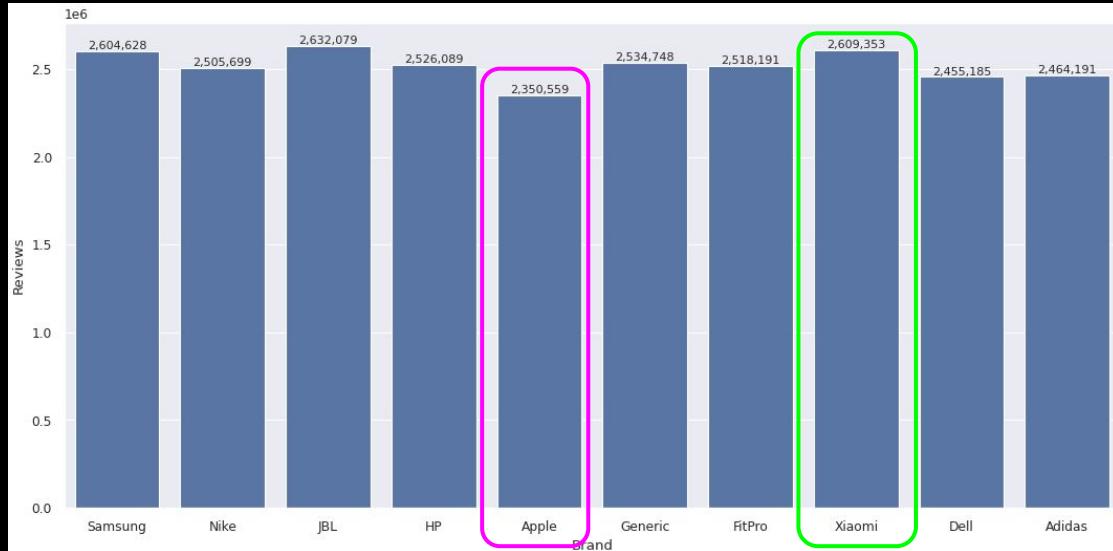


The highest total sales by Category is electronics.

The highest total sales by Brands is Samsung and the lowest is Apples

Exploratory Data Analysis

Total of Sales Value by Brand



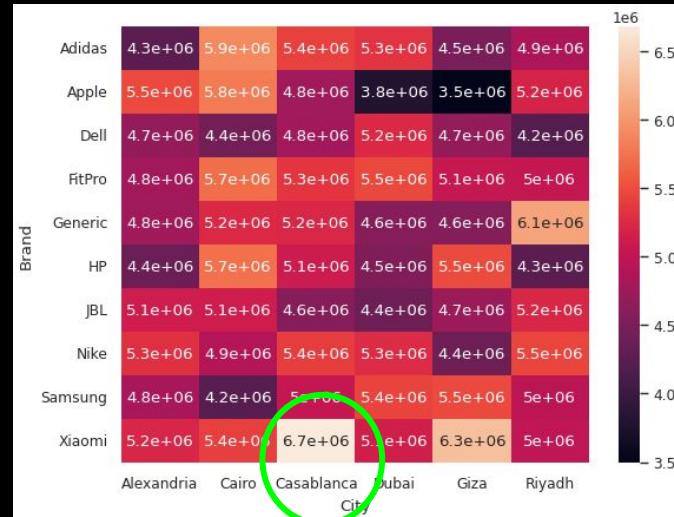
The highest total sales value by Brand is Xiaomi and the lowest is Apples

Exploratory Data Analysis

Map of Sales by City



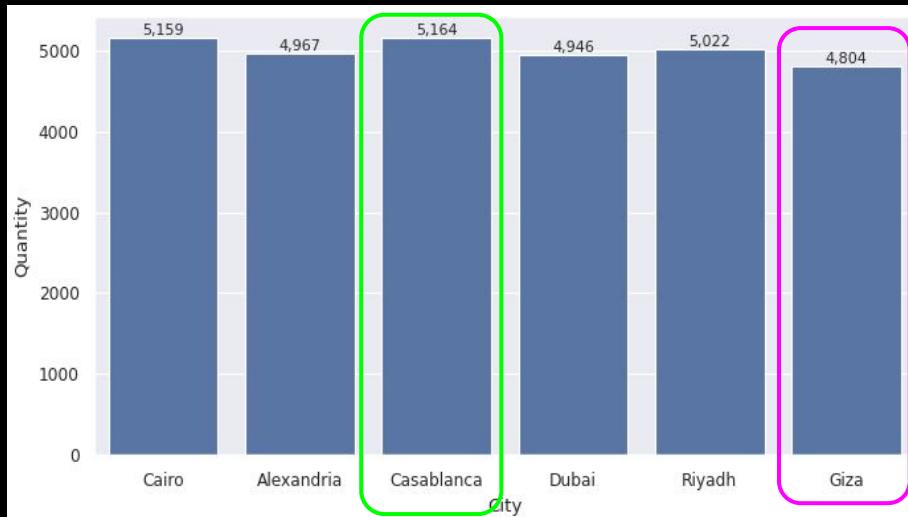
Map of Sales Value by City



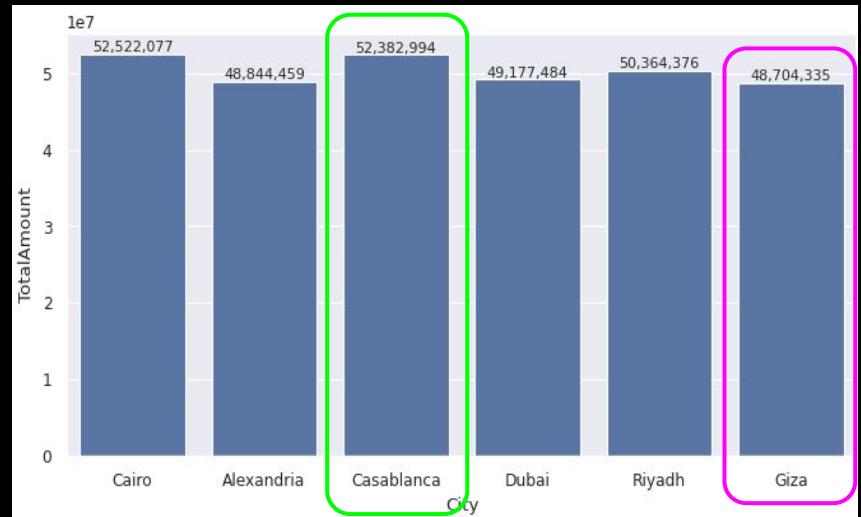
Xiaomi is the highest sales brand and sales value in the Casablanca.

Exploratory Data Analysis

Total of Sales by City



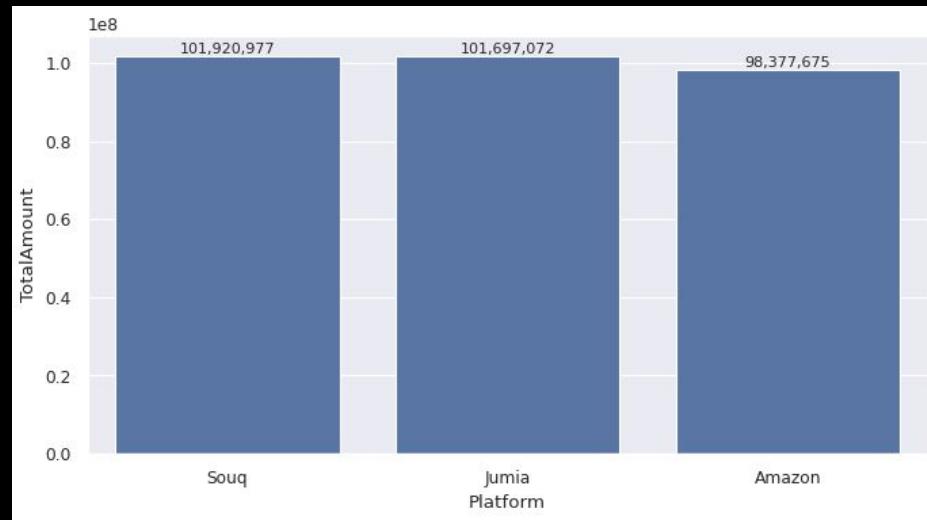
Total of Sales Value by City



Casablanca is the highest sales unit and sales value and Giza is the lowest of sales and sales value

Exploratory Data Analysis

Total of Sales by Platform



Souq is the highest sales for the ecommerce platform

Conclusion

1. Electronics is the highest category of sales
2. The best Brand sales is Xiaomi and the lowest is Apple
3. Casablanca is the profitable city of this year
4. Souq is the best performance platform of this year

THANK YOU!