**Analysis of Amazon Sales Trend:**

**Description:**

The project examines Amazon Sales Trend In Online E-Commerce using descriptive and visual analysis. I found the data set at the public website.

**Data Overview and Transformation:**

Dataset Consists541909 Records,7 Columns

Graphical user interface, text, application

Description automatically generated

|  |  |
| --- | --- |
| **Column** | **Description** |
| InvoiceNo | Invoice No of the order |
| StockCode | Stock Code order |
| Description | Order Description |
| Quantity | Order Quantity |
| InvoiceDate | Order Invoice Date |
| UnitPrice | Order Unit Price |
| CustomerID | Order CustomerID |
| Country | Country |

Cleaned the duplicates and NULL records from the data frame:

Graphical user interface

Description automatically generated

**Descriptive and Visualization:**

**Case-1:**

**The customer with the highest number of orders came from?**According to the data CustomerID >17500 belongs to United Kingdom (UK), the highest orders came from that country

Chart, histogram

Description automatically generated

**Case-2**:

**The customer who spent the most money on purchases ?**The highest money spent on purchases comes from Netherlands as per the data CustomerID between14000 to 14500 belongs to that country. **Chart, histogram

Description automatically generated**

**Case-3:**

**The most and least profitable month in terms of sales?**November 2011 has the highest sale and December 2011 has lowest sale

Chart, bar chart

Description automatically generated

**Case-4:**

**Which day saw the majority of orders placed?**By looking at the graph below, we can observe that there were more orders on Thursday’s.

Chart, bar chart

Description automatically generated

**Case-5**:

**What country is placing the most orders?**United Kingdom (UK), has placed more orders.

**A picture containing chart

Description automatically generated**

**Conclusion:**

United Kingdom (UK) has placed more orders, according to the conclusion. We can see from the graph below that Thursdays had a higher volume of orders. The best month for sales was November 2011, while the worst month was December 2011. According to CustomerID statistics between 14000 and 14500, the Netherlands is where the most money is spent on purchases. The data CustomerID >17500 belongs to the United Kingdom (UK), and the highest orders originated there.