**CUSTOMER ANALYTICS**

Problem statement - To predict some analysis using dashboard.

Details Of Dataset -

* Name of Dataset is sales\_06\_FY2020-21.
* Total number of columns are 36 that are Qty ordered, order id, Qty ordered , price , discount amount , total, category, payment method , cust id , year , month , total , first name , middle name , surname , last name , gender , age , email , customer since , state ,city ,region , user name , age.
* In this dataset there are over 1 lakh dataset .

Expected Outcome ­-

In this experiment we studied the sales analysis of the dataset .The analysis from this dashboard can be seen that highest revenue is in the month of December that is 57.7Million dollars.

The sales of Mobiles and tablets in the male and female category are comparable i.e. there is not much difference between them.

The sales of book between both the male and female is 0.0 Million.

The revenue per age is most between the age of 30-40 followed by 60-70 and then 20-30 .The least revenue is generated by age group <20.

According to the region the most sales were made by south region and least sales were made by west region which is 17.60%.

