Project Milestone1

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Dataset: [Summer Products and Sales in eCommerce Wish](). Which is collected from the website Wish

Data collection and preprocessing were key components of the project's initial stage. The main objectives involved in working with the Kaggle dataset "Summer Products and Sales in eCommerce Wish" were to import the dataset, analyze its layout, and address any missing data. This initial examination of the data offered a thorough grasp of the dataset, which consists of around 30 columns, covering different aspects of product sales, prices, ratings, and shipping measures. A large part of the preprocessing work involved handling missing values, by either eliminating columns with over 50% missing data or filling in gaps with the mean for numerical columns and the mode for categorical columns.

The target audience for this analysis is small to mid-sized eCommerce retailers who aim to optimize their product listings, pricing, and marketing strategies based on data-driven insights. These retailers can leverage insights from this project to understand which factors, such as pricing, ratings, and shipping time, most significantly impact product success during the summer season, enabling them to adjust their strategies accordingly.

This preparation sets the foundation for effective analysis, enabling a seamless progression into later stages of stationary visualization and idea creation. The organized dataset is now structured effectively, minimizing errors and ready for more analysis to uncover patterns and connections impacting summer product sales in online retail. This important achievement marks the first step in obtaining data-driven insights to help eCommerce retailers improve their products and strategies.