

E-Commerce Sales Data Analysis

This project performs an end-to-end exploratory data analysis on an e-commerce sales dataset containing over 600 orders. The goal is to analyze customer purchasing behavior, revenue trends, product performance, and seasonal patterns.

Analysis Performed

- Data cleaning and preprocessing
- City-wise and product-wise revenue analysis
- Monthly sales trend analysis
- Identification of high-performing products and cities

Key Insights

- Metro cities generate the highest revenue
- Electronics products dominate total sales volume
- Seasonal trends significantly impact monthly revenue

Conclusion

This project demonstrates how Python and Pandas can be effectively used to analyze real-world business data and extract meaningful insights that support data-driven decision making.