

TECHNICAL TEST : ANALYZE E-COMMERCE DATA

You were recently hired by an E-commerce company. Your mission is to provide insights on sales.

There are four datasets :

- * **Products**: a list of available products.
- * **Items**: a list of items.
- * **Orders**: a list of customer orders on the website.
- * **Customers**: a list of customers.

Please provide any scripts you used (SQL, Python/R...), answers (jupyter notebook, markdown, text file, tableau workbook etc.) as well as the final SQLite database you obtained. You may also provide a description of any other tools you used, such as ETL tools.

****Sales:****

1. What is the average basket by product category?
2. What are the most popular products?
3. What are repeat customers mostly buying ?
4. How many customers are repeaters ?

****Customer Segmentation****

Propose a simple customer segmentation. You may use any tool you find relevant.

****Recommendations****

Based on the dataset you have what recommendation would you make to the CEO of the E-commerce company