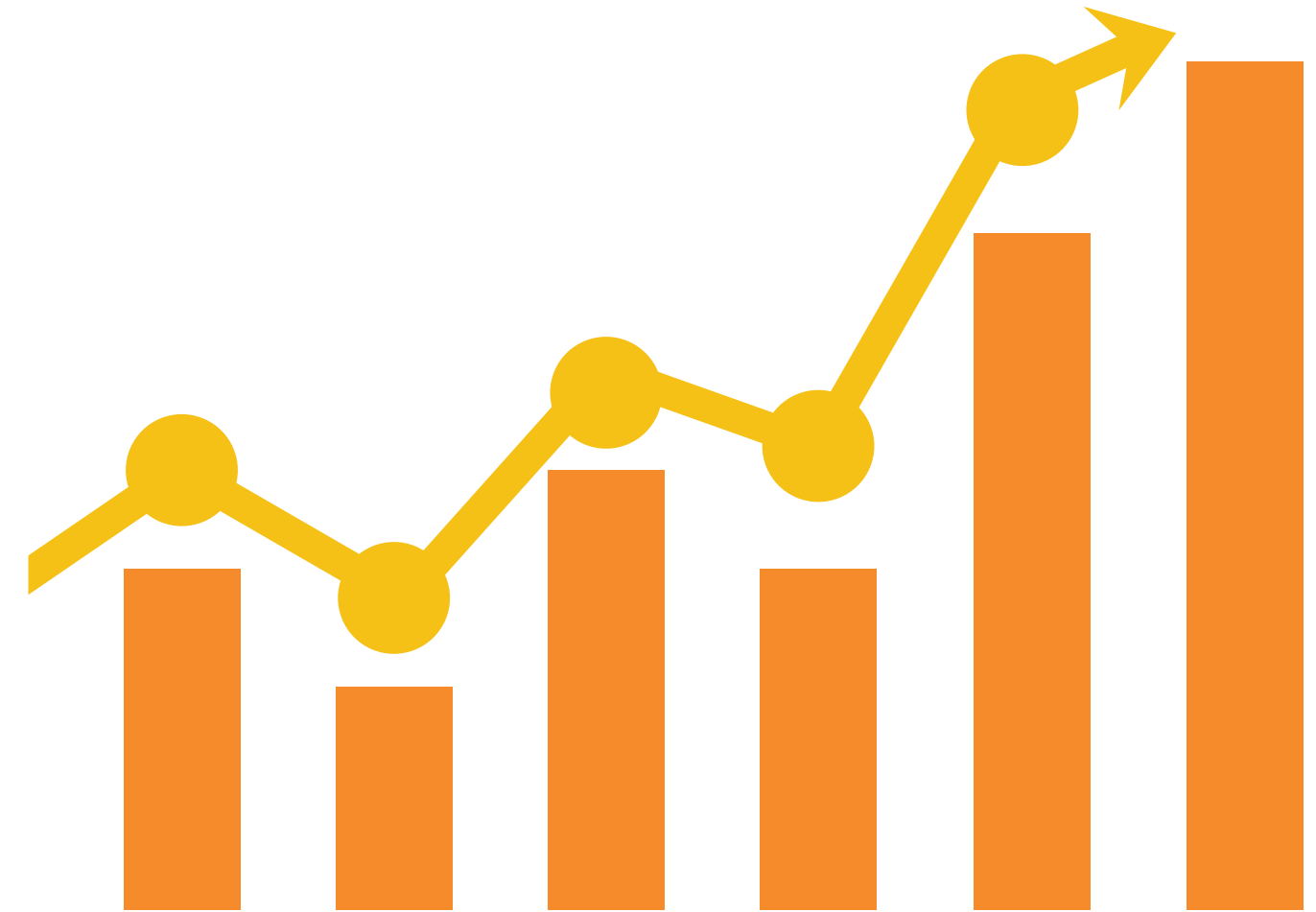
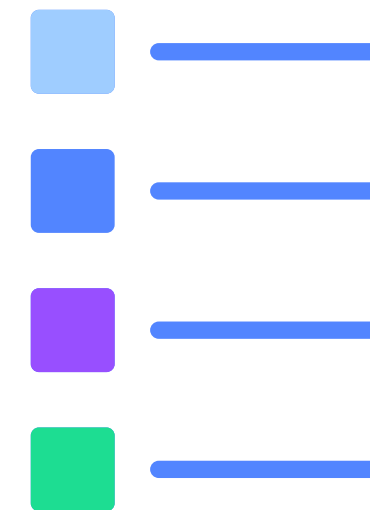
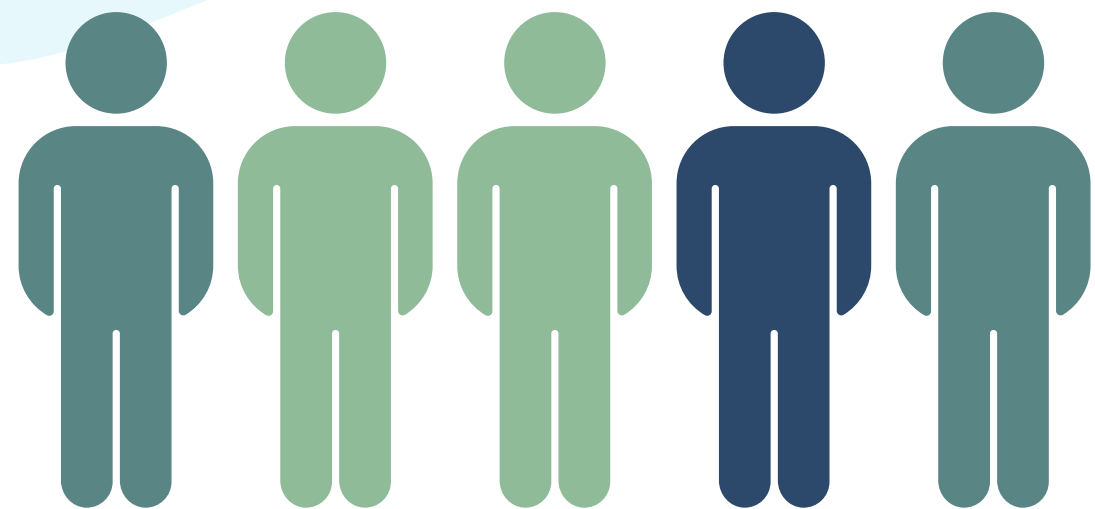


# E-COMMERCE STORE ANALYSIS

An Online Store that specializes in selling customizable and occasion-based products.





# NATURE OF THE BUSINESS

- **Primary Offerings:** The business deals in products often associated with gifting and celebrations. Categories like **cakes, sweets, soft toys, plants, colors, mugs, and Raksha Bandhan**-related items indicate that it caters to festive occasions, personal milestones, and events.
- **Occasion-Focused:** Personalized gifting for special Occasions like **Diwali, Holi, Raksha Bandhan, Birthdays, Anniversaries, and Valentine's Day**

# SALES ANALYSIS

Total Revenue  
₹3,520,984

Delivery Time  
5.5

Average Revenue  
₹3,521

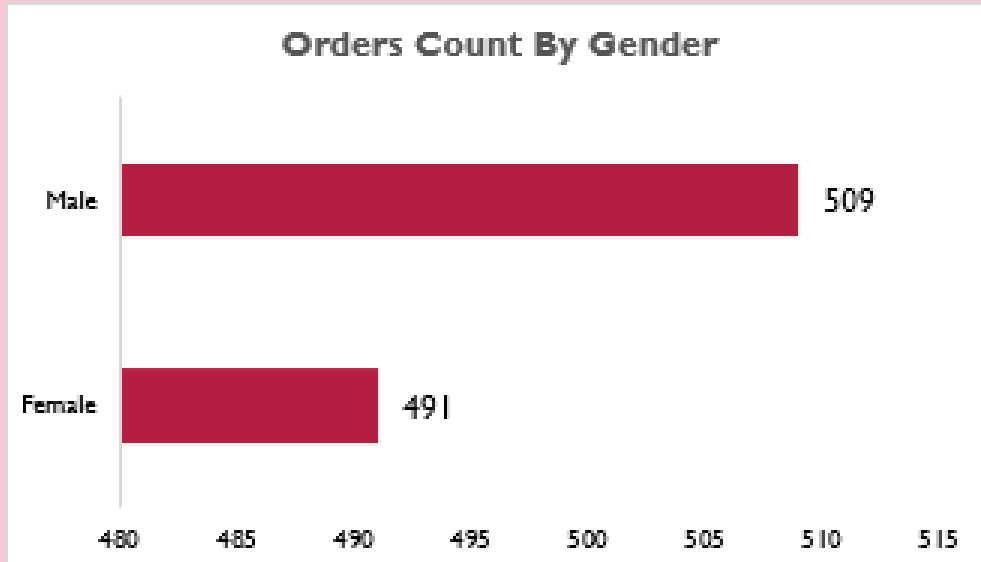
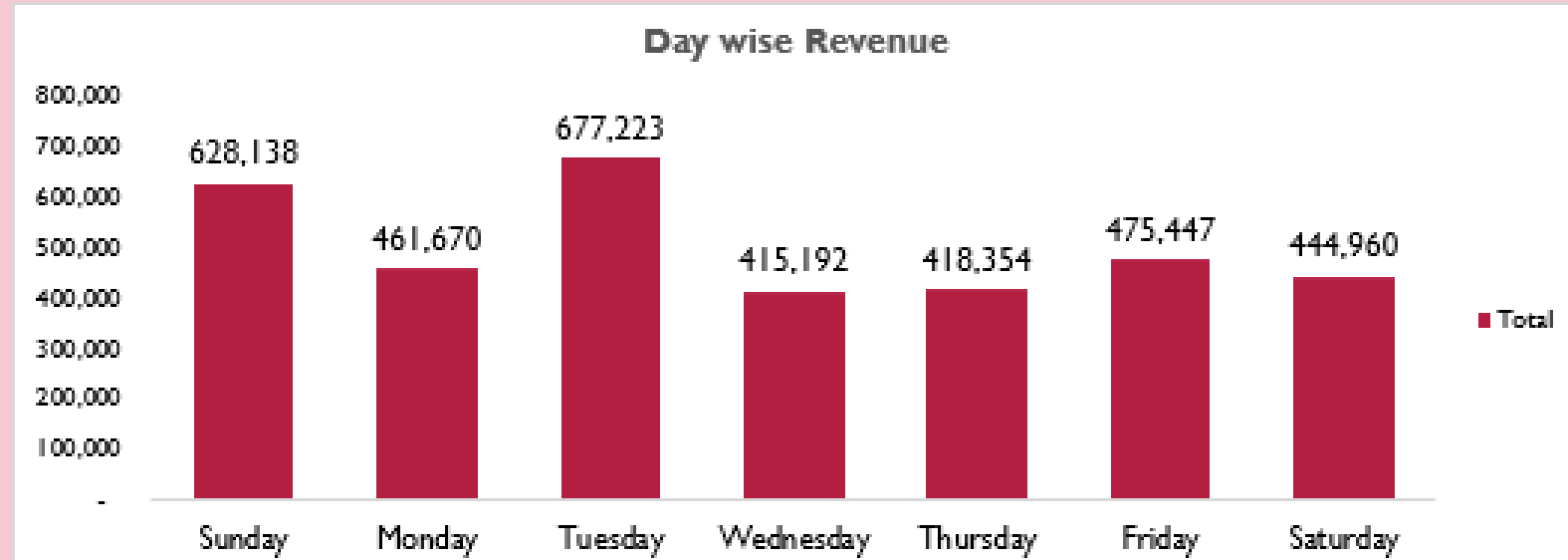
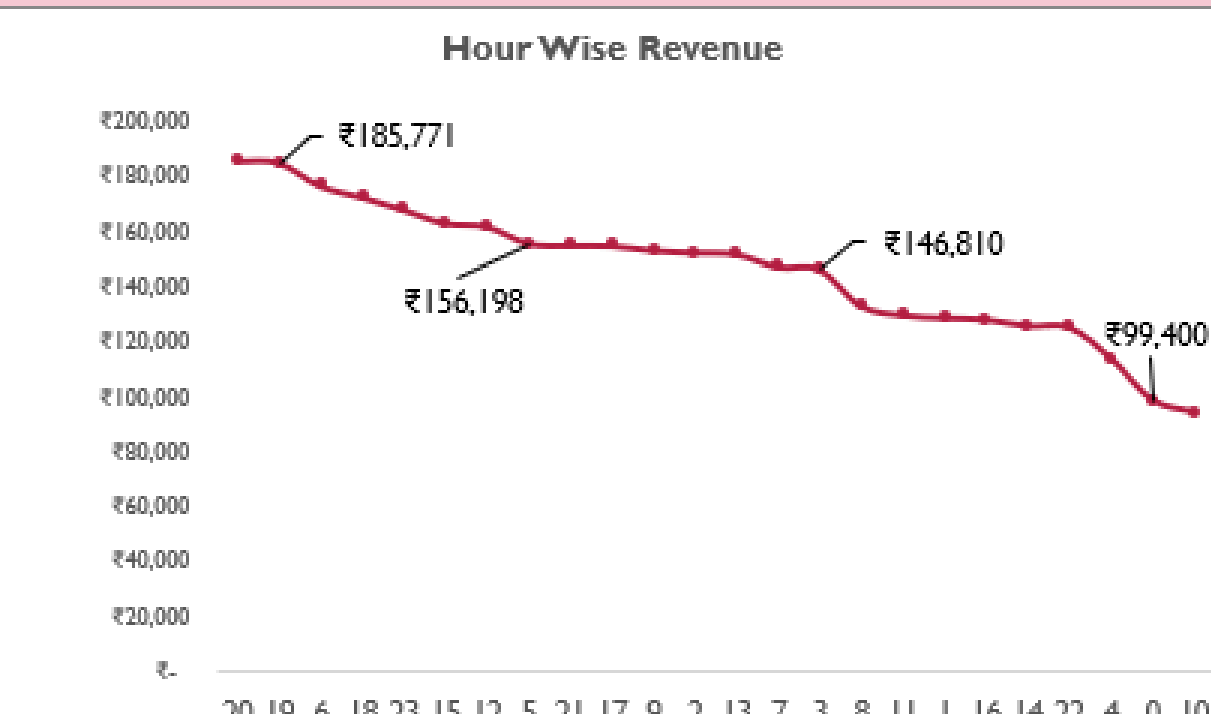
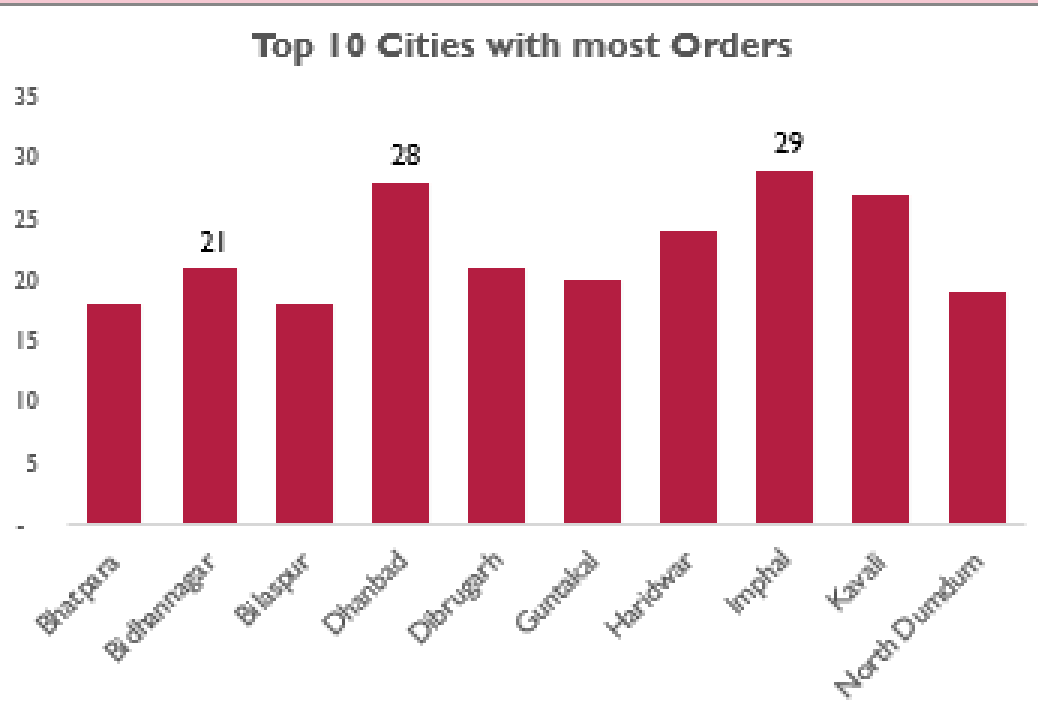
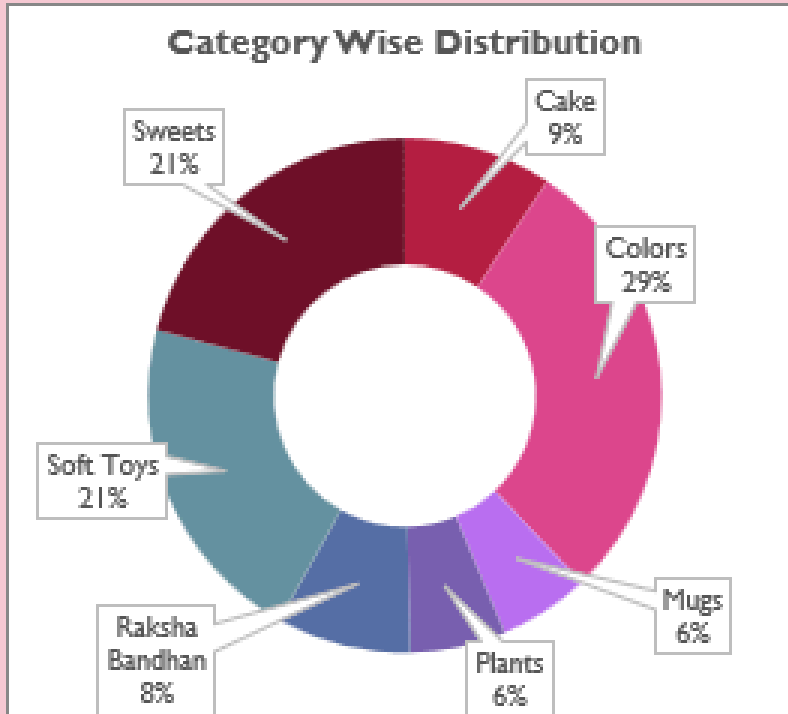
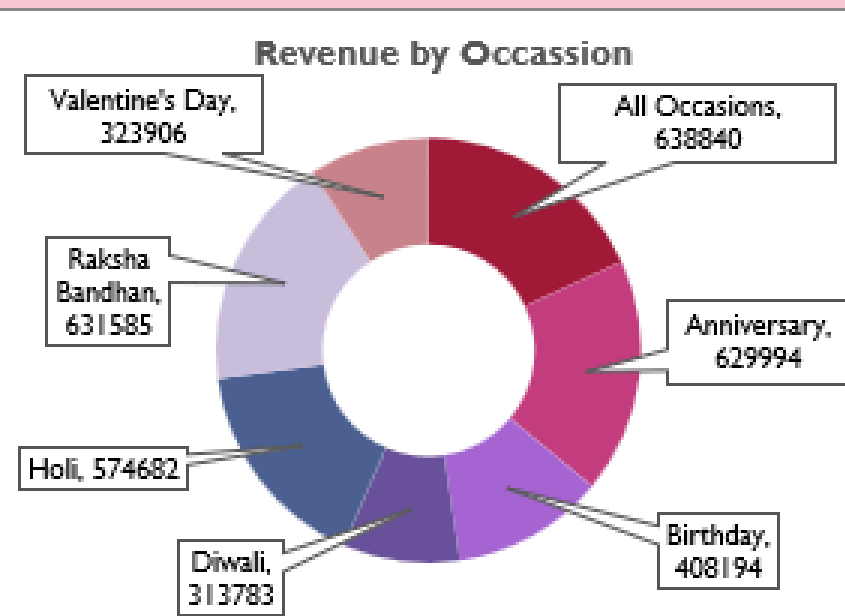
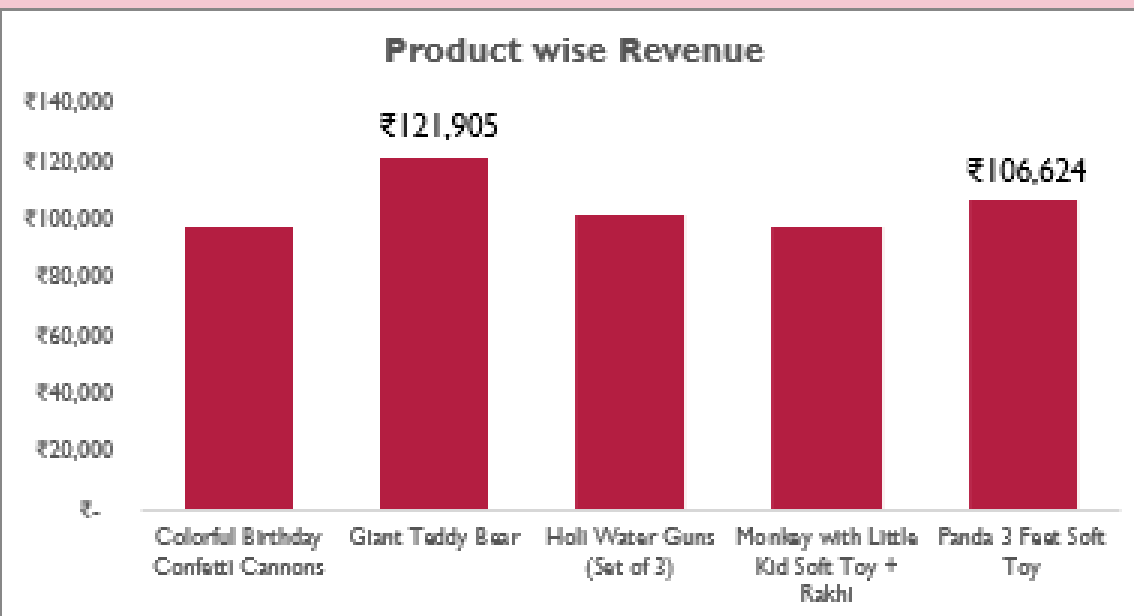
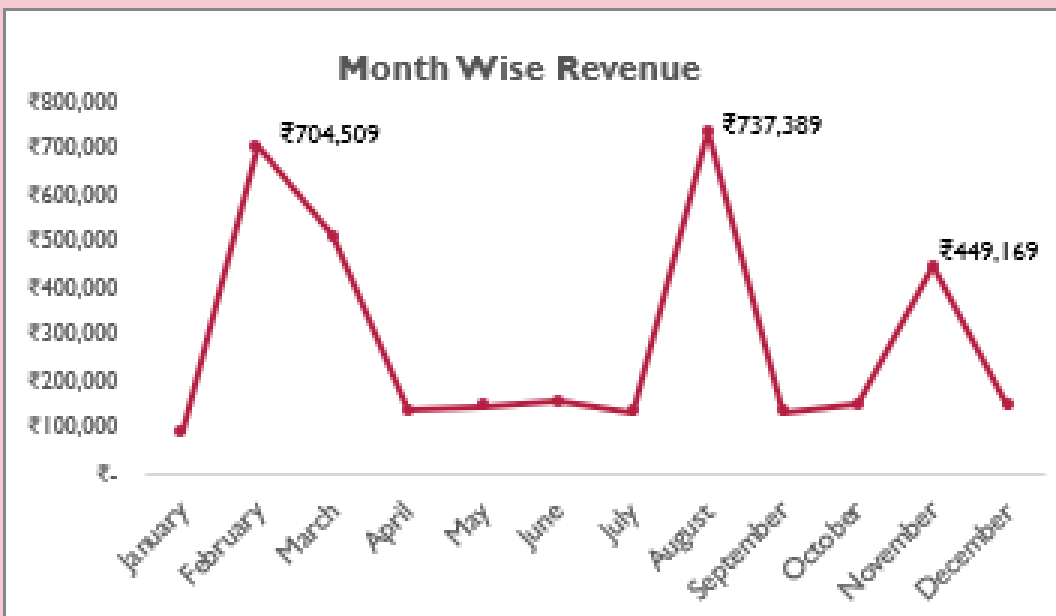
Total Orders  
1000

- products.Occ...
- All Occasions
  - Anniversary
  - Birthday
  - Diwali
  - Holi
  - Raksha Bandhan
  - Valentine's Day

- products.Ca...
- Cake
  - Colors
  - Mugs
  - Plants
  - Raksha Bandhan
  - Soft Toys
  - Sweets

- Day Name(o...
- Sunday
  - Monday
  - Tuesday
  - Wednesday
  - Thursday
  - Friday
  - Saturday

- orders (2).Lo...
- Bally
  - Bangalore
  - Barasat
  - Bardhaman
  - Bareilly
  - Bathinda
  - Begusarai



order\_date

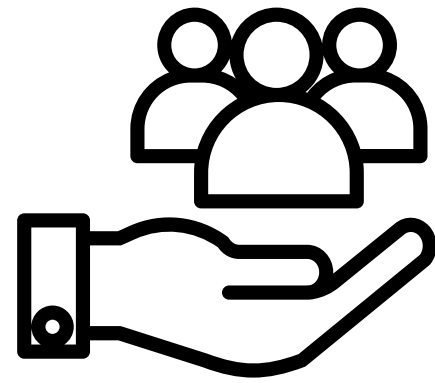
All Periods MONTHS

2023

APR MAY JUN JUL AUG

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

# PROBLEM STATEMENT



- The business aims to improve its customer satisfaction and revenue by optimizing its product offerings, delivery efficiency, and customer targeting strategies.
- It needs to identify high-performing products, analyze delivery timelines, and tailor its services for specific occasions and customer demographics to address inefficiencies, enhance customer experience, and maximize profitability.



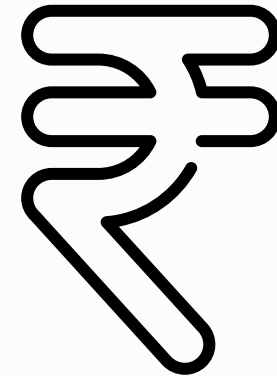
# KPI'S



Total Revenue



Delivery Time



Average Revenue



Total Orders

# ANALYSIS TASKS

- Analyze monthly Revenue trends
- Analyze Product wise Revenue
- Cities with the most number of orders
- Hour wise revenue
- Revenue by Occasion
- Category wise Distribution
- Day of the Week Analysis
- Gender-wise Order Distribution



# INSIGHTS

- **Total Revenue:** ₹3,520,984 generated from 1000 orders, with an average revenue per order of ₹3,521.
- **Delivery Efficiency:** The average delivery time is 5.5 days, which might be an area for improvement to increase customer satisfaction.

## Month-wise Sales Trends

### **Peak Months:**

August (₹7,37,389) and February (₹7,04,509) recorded the highest revenues, likely influenced by Raksha Bandhan and Valentine's Day.

### **Low Months:**

January (₹95,468) and July (₹1,35,826) saw the lowest revenues, indicating these months might need targeted marketing or promotions.



# INSIGHTS

## Occasion-Wise Revenue Insights

### **Top Occasions:**

Anniversary (₹ 6,29,994) and All Occasions (₹6,38,840) are the most profitable occasions.

### **Underperforming Occasions:**

Valentine's Day (₹3,23,906) and Diwali (₹3,13,783) could benefit from better promotions or product bundling strategies.

## Category-Wise Sales Trends

### **Top-Selling Categories:**

Colors (₹1,005,645) and Soft Toys (₹7,40,831) are the best-performing categories.

### **Underperforming Categories:**

Mugs (₹2,01,151) and Plants (₹2,12,281) contributed the least revenue, indicating potential for improved positioning or marketing.



# INSIGHTS

## Hour-Wise Sales Analysis

### Peak Sales Hours:

8:00 PM (₹186,426) and 7:00 PM (₹185,771) recorded the highest revenue, suggesting most orders happen during evening hours.

### Off-Peak Hours:

10:00 AM (₹94,985) and 12:00 AM (₹99,400) have the least revenue, possibly due to low customer activity.

## City-Wise Order Insights

### Top Cities by Orders:

Imphal (29 orders) and Dhanbad (28 orders) lead in order volume, suggesting strong demand in these regions.

### Cities with Lower Orders:

Medininagar (3 orders) and Kottayam (4 orders) might need focused campaigns to boost sales.

# INSIGHTS

## High-Performing Products

### Top Products:

Giant Teddy Bear (₹121,905) and Panda 3 Feet Soft Toy (₹106,624) are the best-performing items, showing high customer preference.

### Low-Performing Products:

Single Rose Bouquet (₹1,996), Rose Bouquet (₹9,261), Premium Chocolate Truffle Box (₹9,576).

## Gender-Based Sales Insights

Almost equal purchase split – **Female (491 orders)** vs. **Male (509 orders)**, indicating a balanced customer base.

## Best Sales Days

- **Highest sales days:** Tuesday (₹677,223) and Sunday (₹628,138), potentially driven by weekday offers and weekend shopping.
- **Lowest sales day:** Wednesday (₹415,192), indicating a mid-week sales slump

# Actionable Solutions

## Improve Performance for Underperforming Occasions (Valentine's Day, Diwali)

### Solution:

- Launch targeted ad campaigns featuring romantic themes for Valentine's Day and festive hampers for Diwali.
- Exclusive Bundles: Offer occasion-specific bundles combining high-demand products (e.g., Sweets + Soft Toys for Valentine's Day or Colors + Sweets for Diwali).
- Offer special packaging and gift customization for different occasions.
- Use targeted email marketing to remind customers about upcoming festivals.



# Actionable Solutions

## Maximize Hourly Sales

Insight: Peak sales occur in the evening (6 PM–11 PM)

### Solution:

- Offer morning discounts or midnight deals to encourage purchases during low-traffic hours.
- Use email or app notifications to target customers during these times with exclusive deals.

## Optimize Monthly Sales Performance

Sales peak in February and August, while months like January, April, July, and September have lower revenue.

### Solution:

- Offer discounts and combo deals to boost purchases in slow months.
- Run seasonal promotions and targeted marketing campaigns in low-sales months.



# Actionable Solutions

## Target High-Performing Categories & Products

Insight: Colors and Soft Toys generate the highest revenue, while Mugs and Plants contribute less.

### Solution:

- Expand the variety of high-performing products.
- Offer bundling options for lower-performing categories with best-sellers (e.g., “Mug + Soft Toy” gift sets).

## Reduce Delivery Time for Better Customer Experience

Insight: Average delivery time is 5.5 days, which could impact customer satisfaction.

### Solution:

- Partner with more local delivery services for faster order fulfillment.
- Offer express delivery options for urgent orders.
- Optimize warehouse locations based on high-demand areas.







**THANK YOU**