Category Performance Analysis- Meesho(Simulated)

Project objective

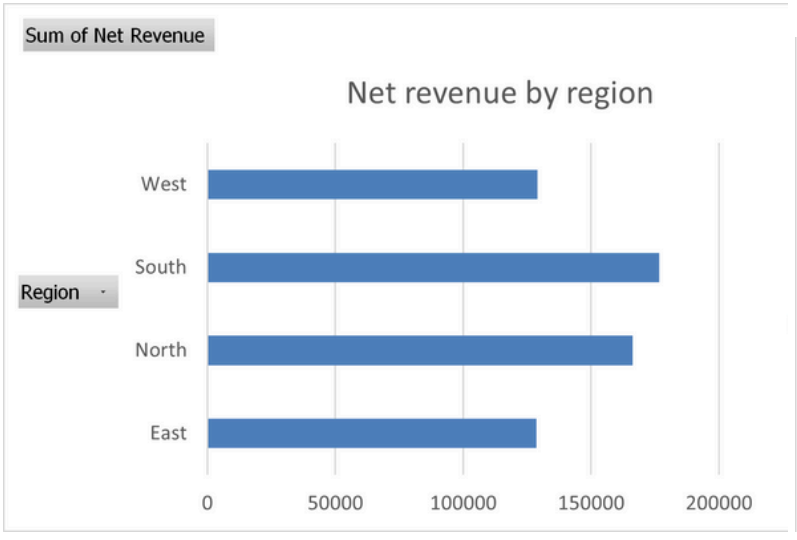
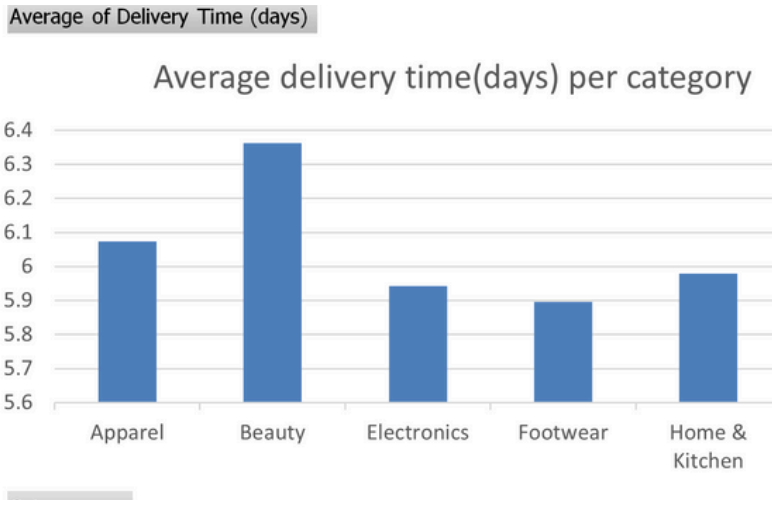
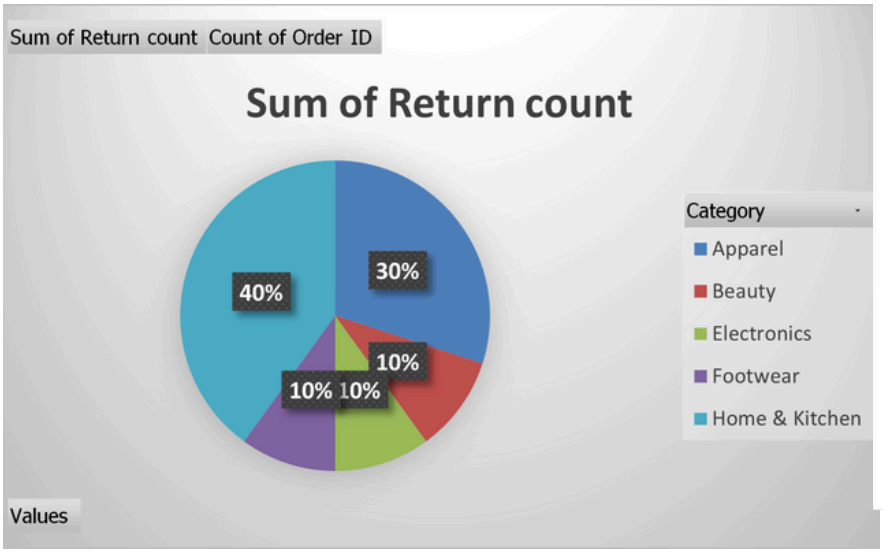
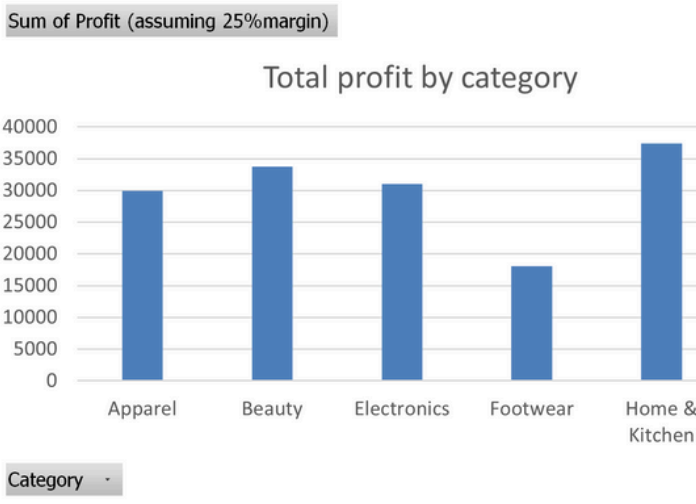
-> To identify category-wise insights in an e-commerce business and recommend improvements for revenue, delivery, and returns using Excel analysis.

Tools Used

- Microsoft Excel
- Pivot Tables
- Data visualization
- (Bar, Pie, and Line Charts)

Key metrics Analysed

- Net Revenue by Category
- Return Rate
- Average Delivery Time
- Profit Margins
- Region-wise Revenue

Insights Summary

- Home & Kitchen had highest revenue but high returns
- Beauty showed high margin but slower delivery
- Delivery time is higher in North region overall.