

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.

Key metrics Analysed

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

Tools Used

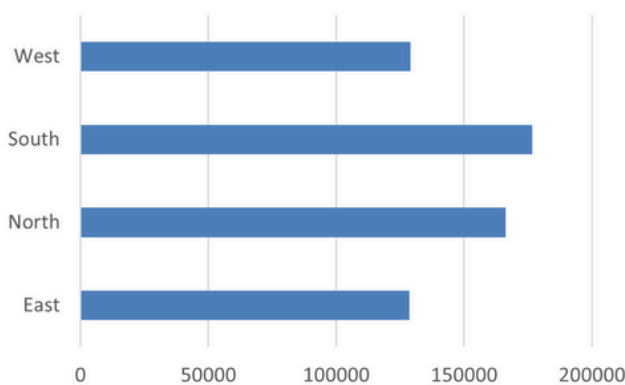
- Microsoft Excel
- Pivot Tables
- Data visualization
- (Bar, Pie, and Line Charts)

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.

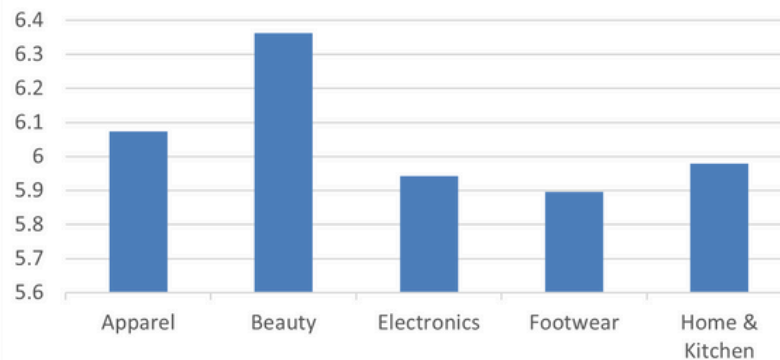
Sum of Net Revenue

Net revenue by region



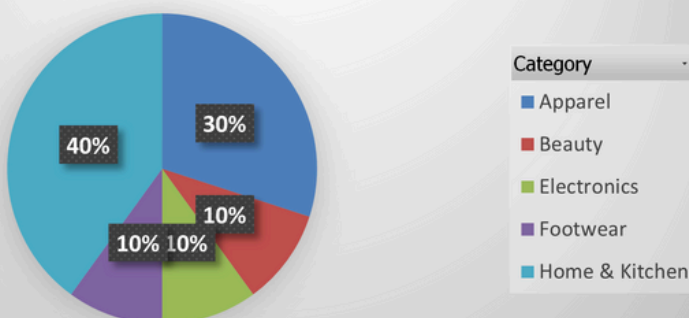
Average of Delivery Time (days)

Average delivery time(days) per category



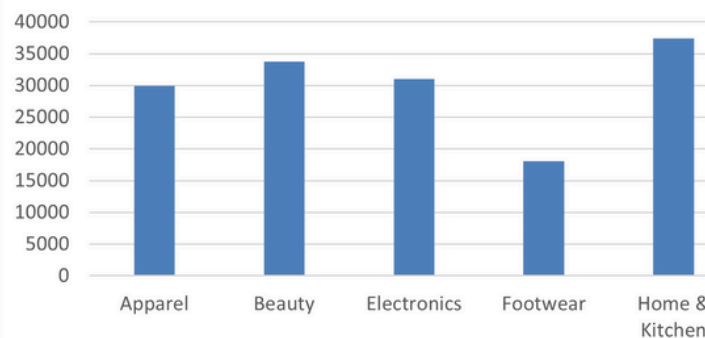
Sum of Return count Count of Order ID

Sum of Return count



Sum of Profit (assuming 25%margin)

Total profit by category



Category