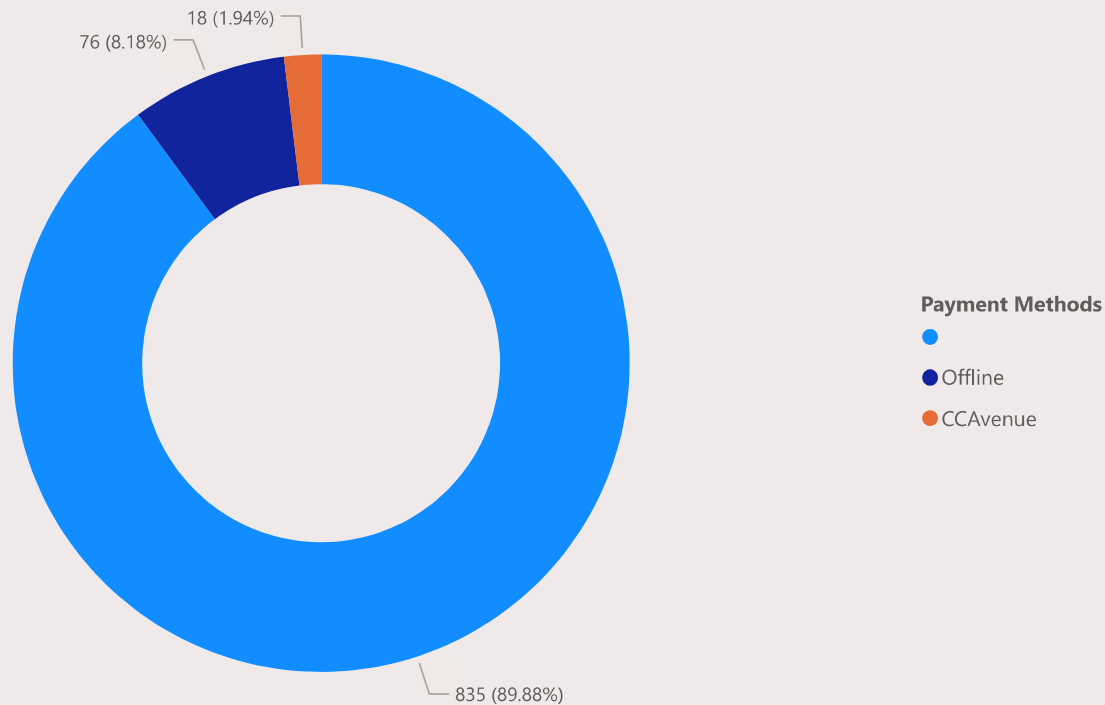


ANALYSIS OF DIFFERENT PAYMENT METHODS USED BY THE CUSTOMERS

Different Payment Methods



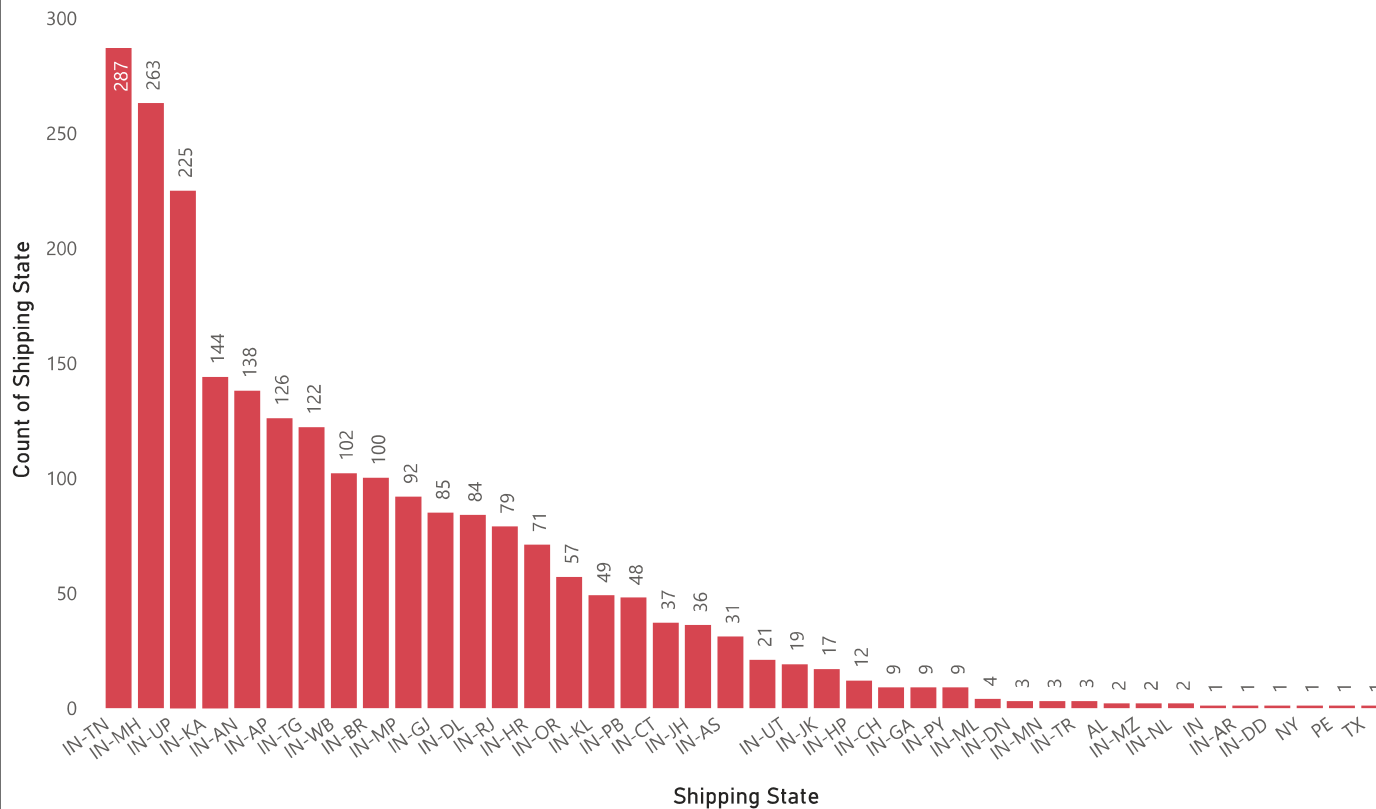
Insights:

From this **Doughnut chart** we can conclude that:

- 1) People have used several other payment methods while making payment. As the highest count is 835 which is unknown.
- 2) Then we have offline payments done by 76 people.
- 3) Remaining people have used the CCAvenue method of online payment.

ANALYSIS OF TOP CONSUMER STATES IN INDIA

Consumer States in India



Insights

From this bar chart we can conclude following things:

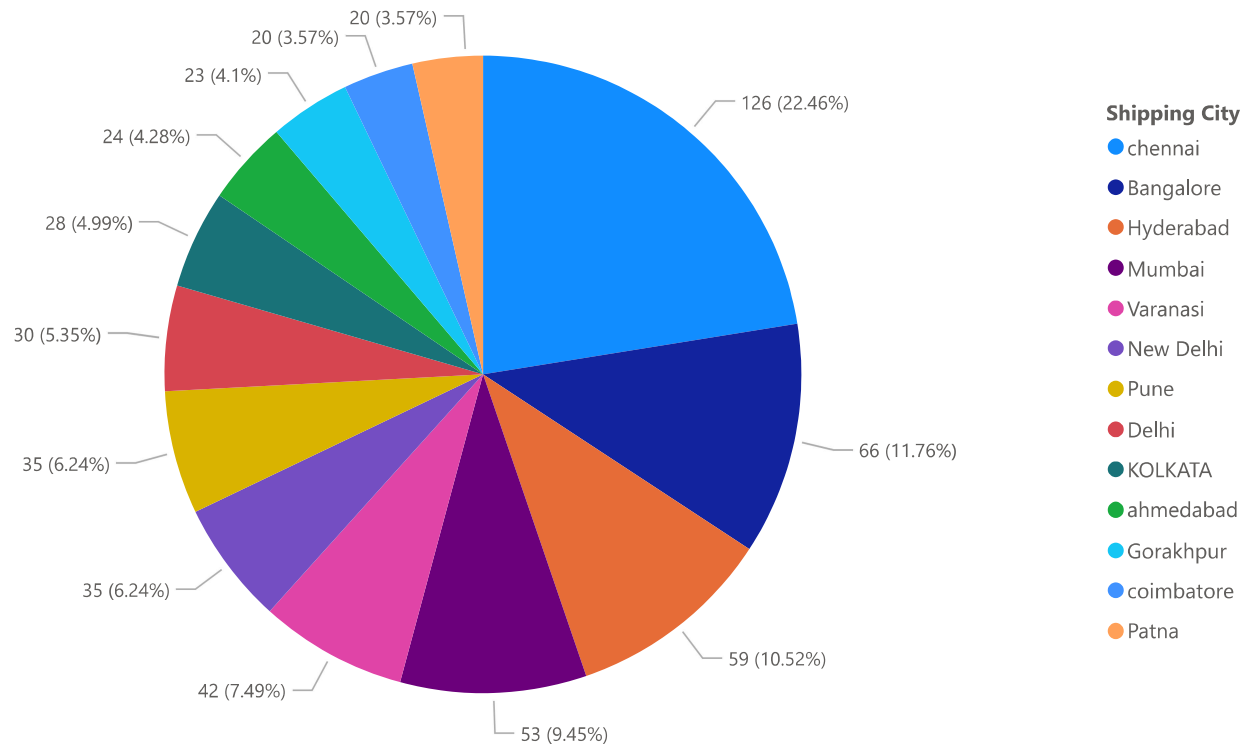
1] The **IN-TN(Tamil Nadu)** state from India is the first **top consumer state** in India, as the count of consumers is **287** among the total counts.

2] The **Maharashtra state** is the **second highest** consumer state as the count for IN-MH is 225.

3] Moreover the states after the Utter-Pradesh(UT) has lowest consumers.

ANALYSIS OF TOP CONSUMER CITIES OF INDIA

Top Consumer Cities Of India

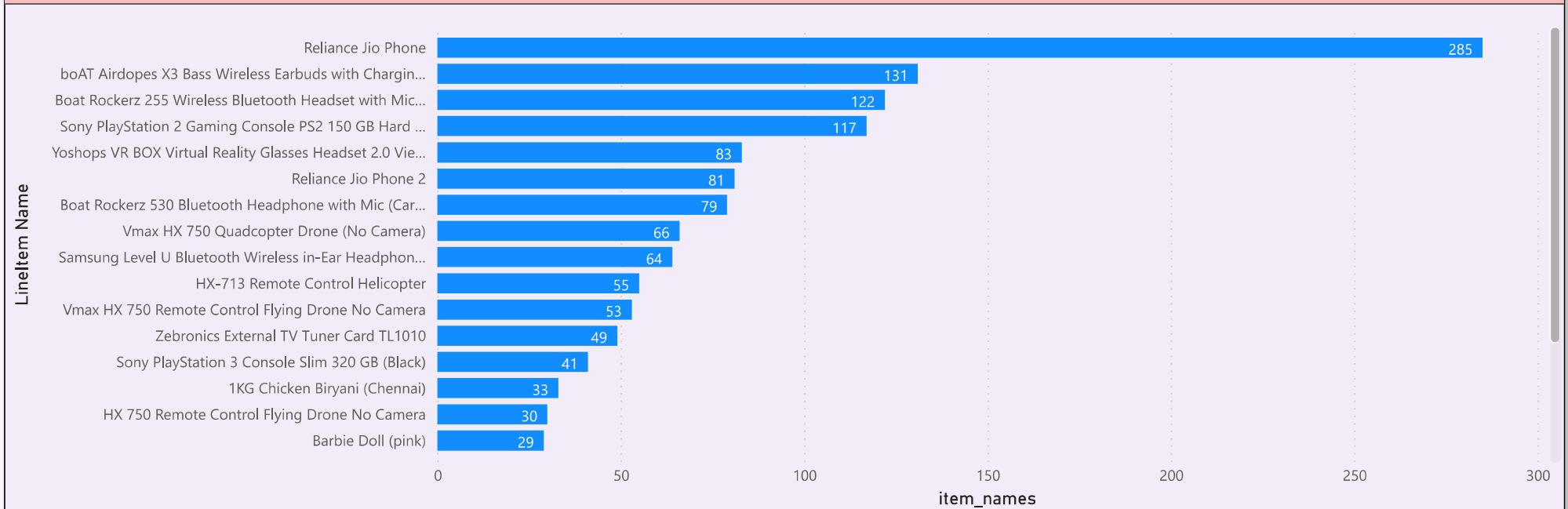


Insights:

- 1] From this pie chart we can see that, **Chennai** is the **top consumer city in India**. Whose order count is **126** among the total orders.
- 2] Followed by then Bangalore, Hyderabad, Mumbai, Varanasi and all other had the lowest consumers.
- 3] **Chennai** accounted for **22.46%**.
- 4] There are cities with lowest consumer count as well.

ANALYSIS OF TOP SELLING PRODUCT CATEGORIES

Top selling Products

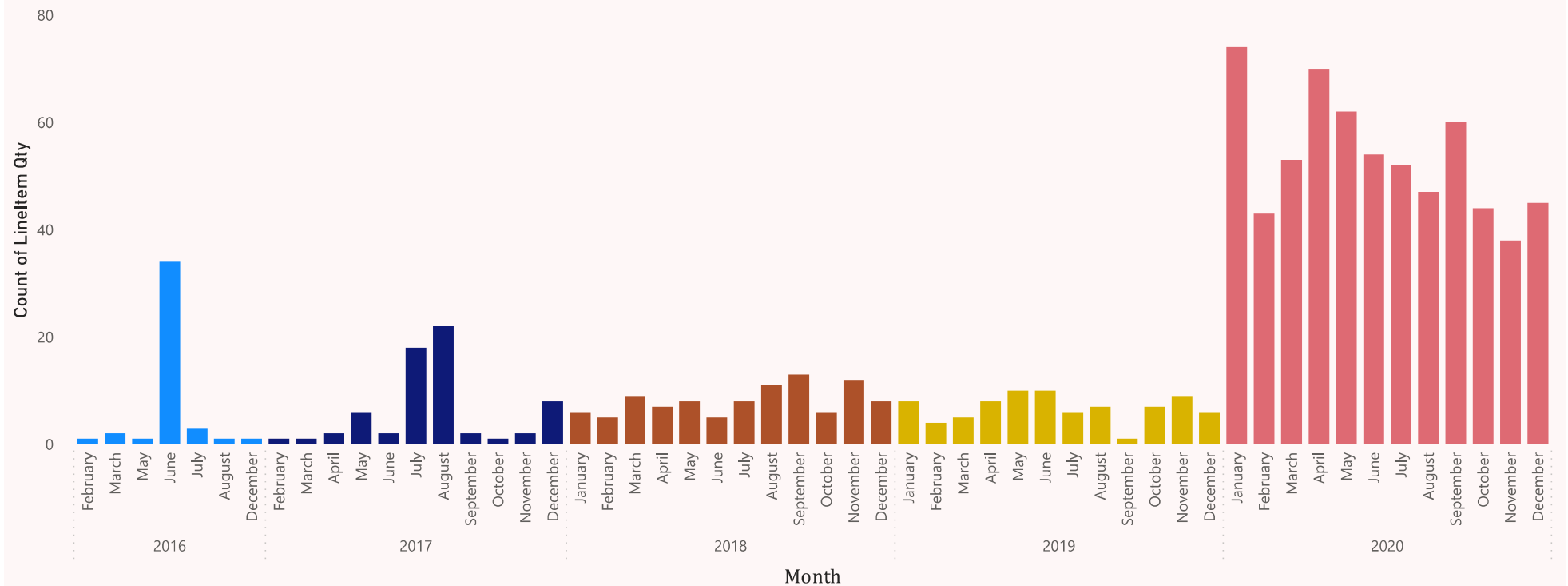


Insights:

- 1] Here we see that, The highest demand was for Reliance Jio Phone at 285, followed by boAT Airdopes X3 Bass Wireless Earbuds with Charging Case (White) and Boat Rockerz 255 Wireless Bluetooth Headset with Mic (Black).
- 2] Reliance Jio Phone accounted for 19.34% of item_names.
- 3] Across all 22 LineItem Name, item_names ranged from 25 to 285.

ANALYSIS OF NUMBER OF ORDERS PER MONTH PER YEAR

Count of Lineltem Qty by Year and Month

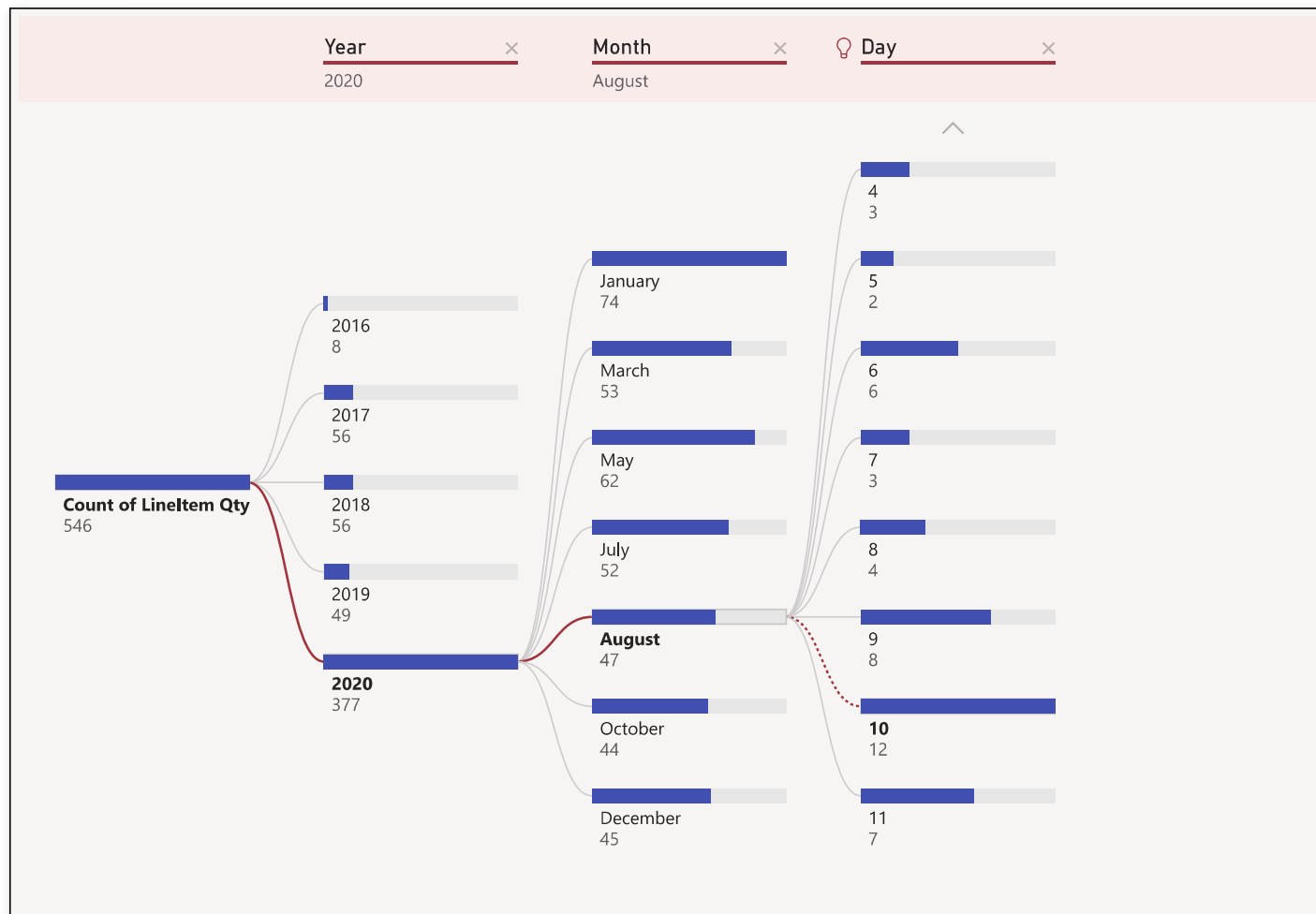


Insights:

From the above column chart we can see that:

- 1] The count of Lineltem Qty trended up, resulting in a 4,400.00% increase between February 2016 and December 2020.
- 2] Count of Lineltem Qty started trending down on July 2020, falling by 13.46% (7) in 5 months.
- 3] Count of Lineltem Qty jumped from 1 to 9 during its steepest incline between September 2019 and November 2019.
- 4] The highest orders are observed during year 2020.

ANALYSIS OF NUMBER OF ORDERS ACROSS PARTS OF DAY



Insights:

From nearby **Decomposition tree** we can conclude following things:

1] The year 2020 has highest orders, which is 377 from total counts of orders.

2] In the same year January month has 23 orders as the highest orders at 10th day. And lowest orders at 4th day which are only 3 orders.

3] During 2019 the per day orders are lesser than 2020

4] Among the all year 2016 had very low orders and thereafter the orders got increased day by day .