

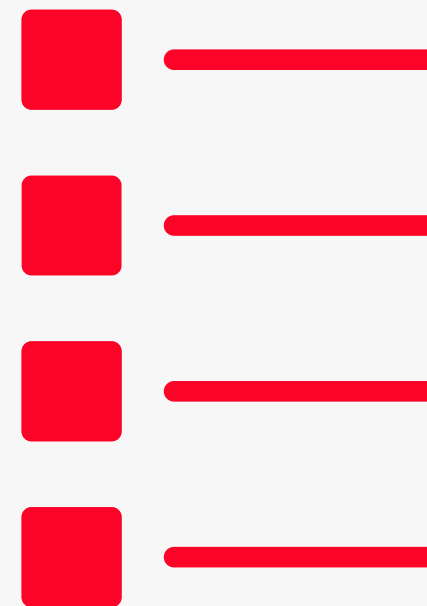


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# E-Commerce Sales Analysis

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# Customer Segmentation

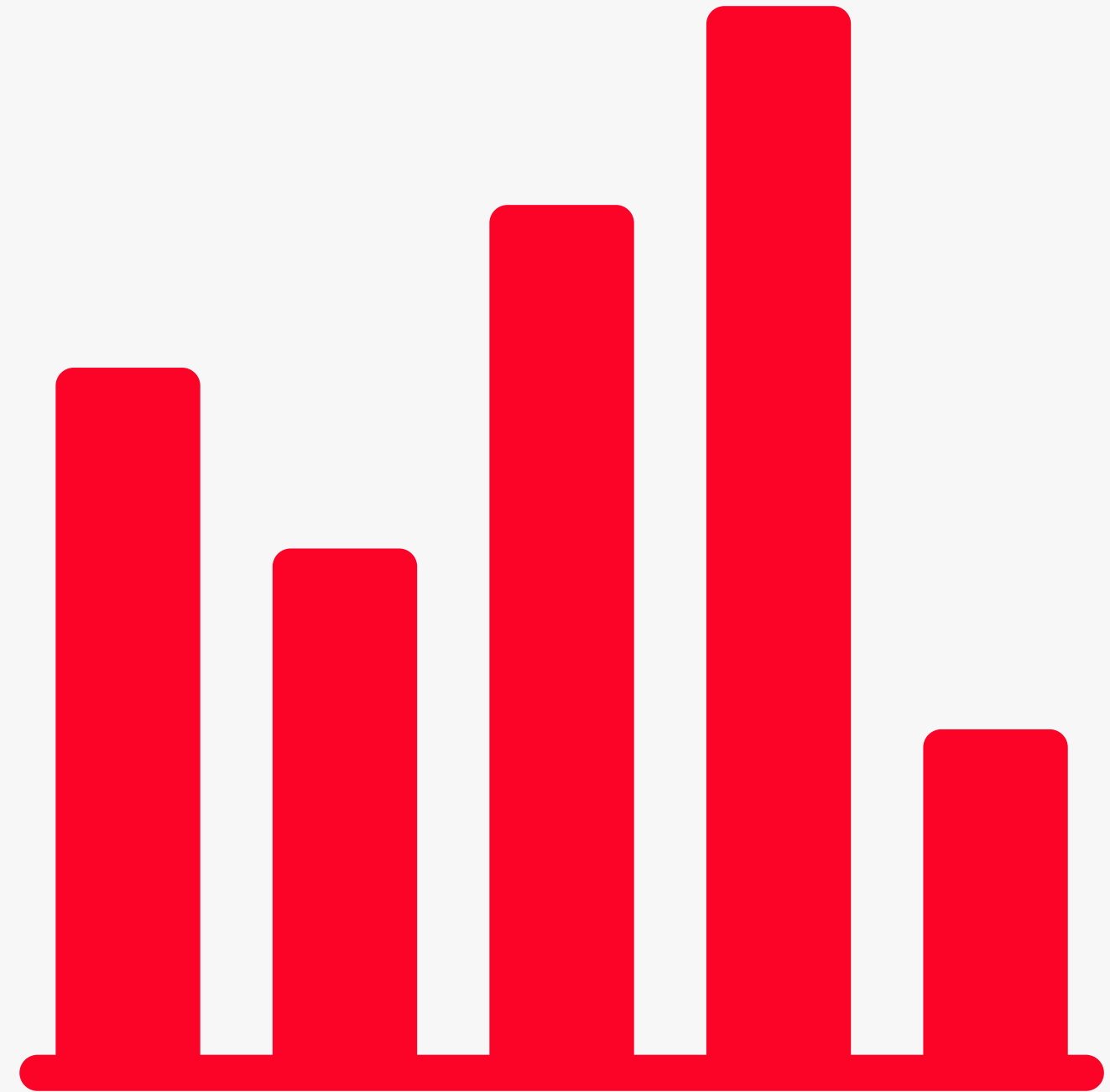
## Age Group Analysis

- Mid-aged users are the most active and contribute the highest sales (₹133K).
- Senior citizens, though least active, spend more time on-site and show potential for better engagement



# Sales & Revenue:

- The platform generated a total revenue of ₹383,631 from 597 orders.
- The average order value is consistent across age groups and device types.

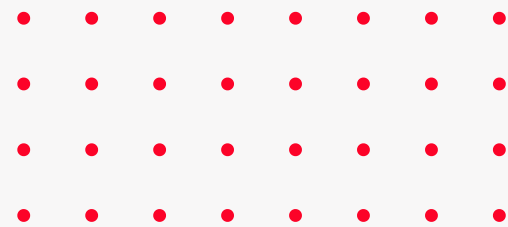
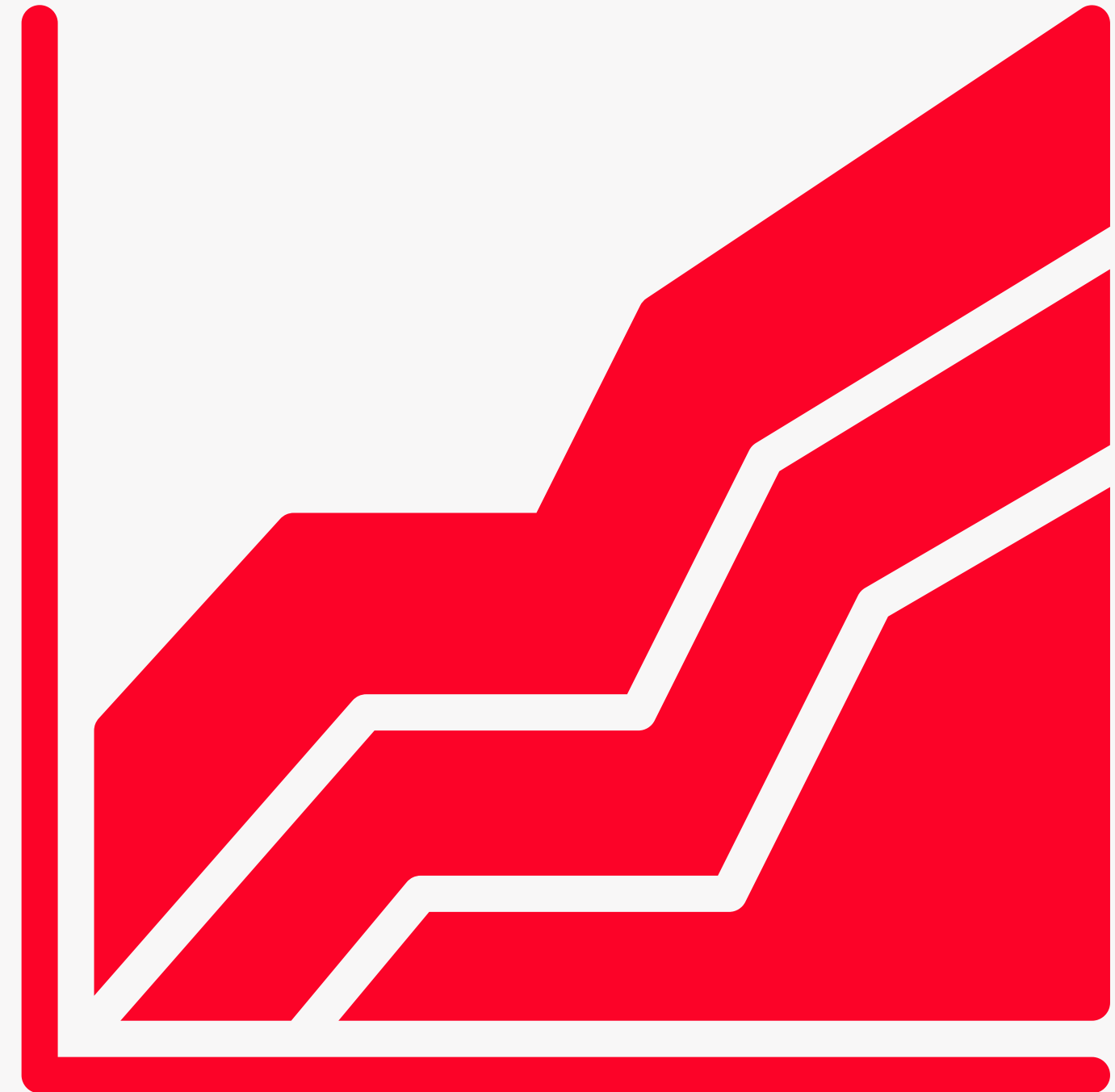




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# Customer View

- One-third of viewed products result in purchases, indicating moderate funnel efficiency.
- High drop-off between product view and cart addition suggests a need to improve engagement or incentives.





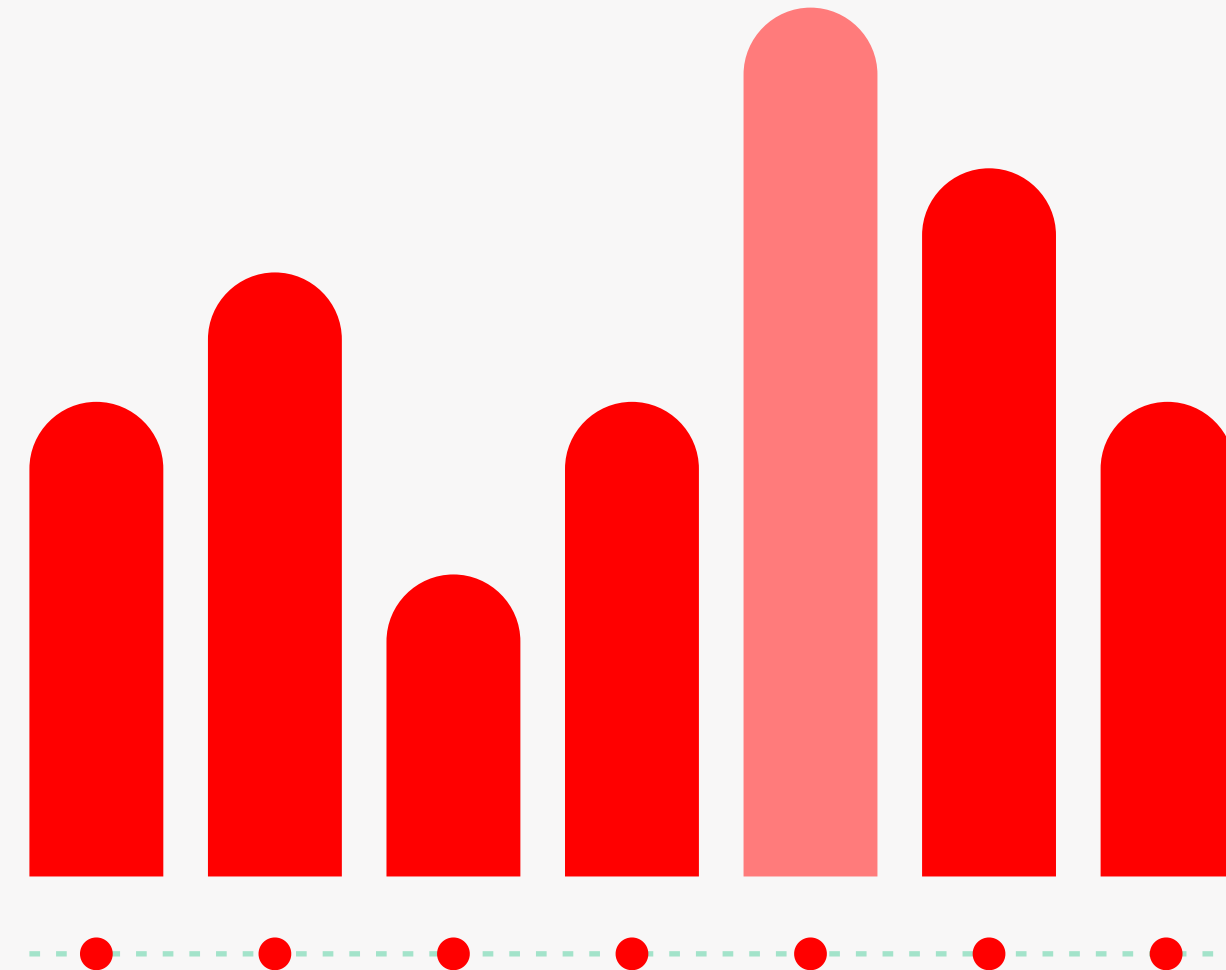
## Payment Preferences:

- Digital payment methods dominate, with Google Pay being the most used.
- Offer incentives for digital payments, which are already popular, to improve checkout speed and reduce cart drop-offs.
- Google Pay and PayPal together contribute over 56% of total sales, making them critical for checkout optimization.

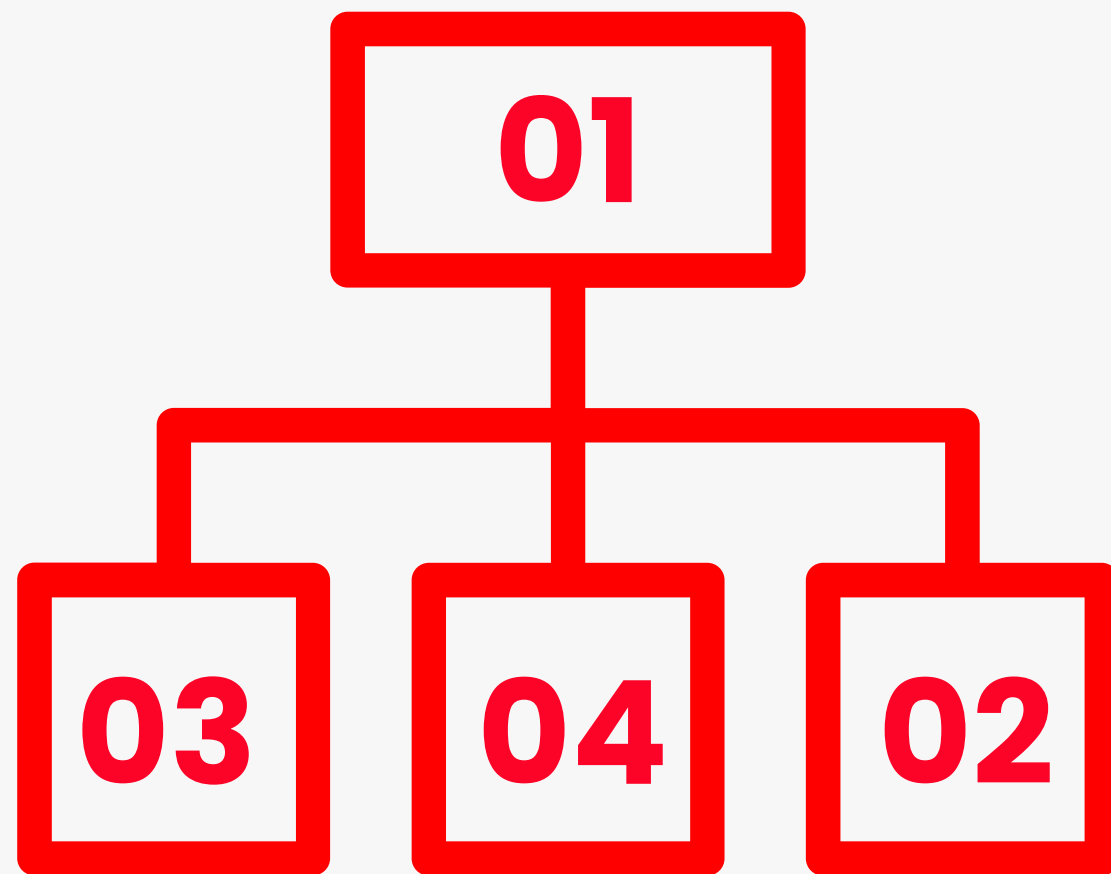


# Regional Insights

- India leads in total sales, indicating strong user engagement and higher conversion.
- North American markets (Canada, USA) also show strong performance.



# Business Recommendations



- Implement cart abandonment emails or offer discounts to boost conversion
- Though sales are evenly split, mobile has slightly lower purchase counts. Improve responsiveness and speed
- Increase marketing efforts in India, Canada, and Germany to capitalize on high-performing markets.
- Offer incentives for digital payments, which are already popular, to improve checkout speed and reduce cart drop-offs.



THANK YOU