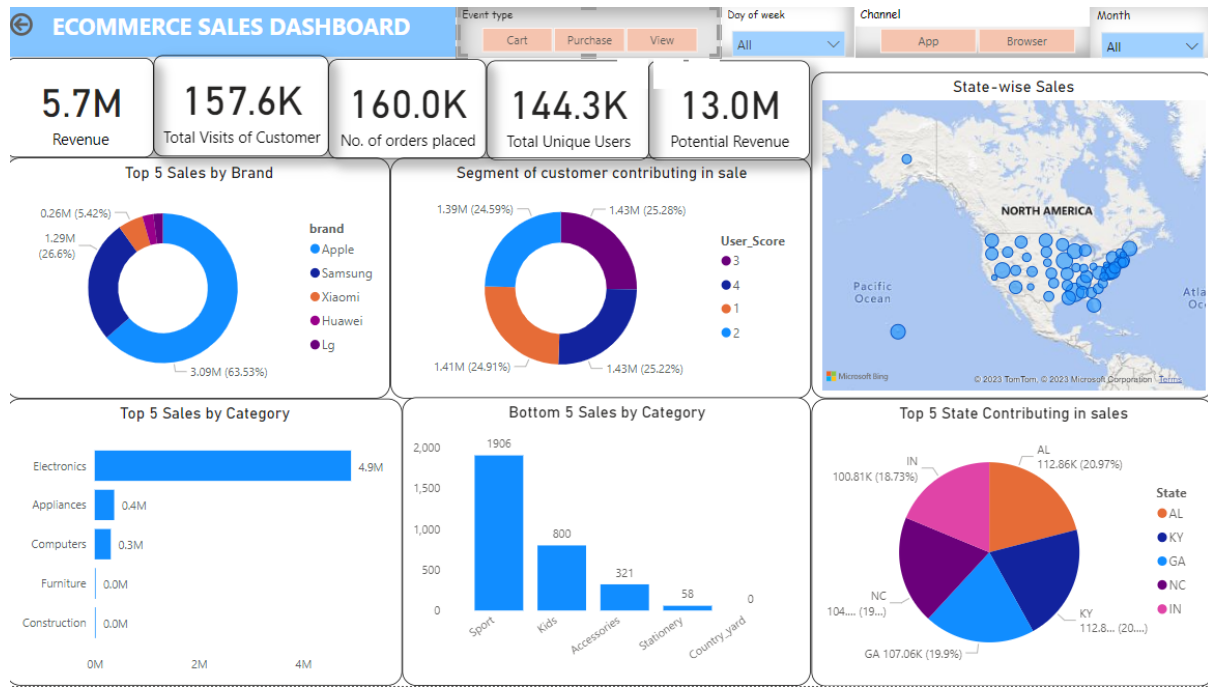# DETAILED SUMMARY OF INSIGHTS

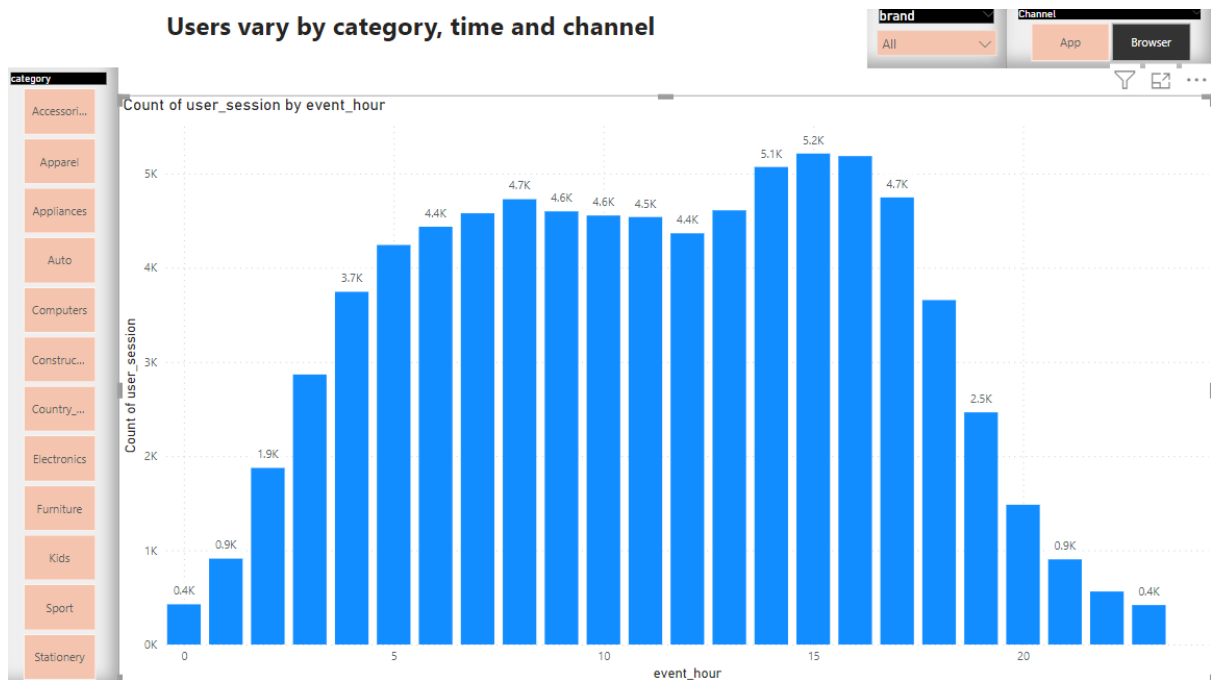

OVERVIEW ABOUT VARIOUS KPI'S

- Sales of various categories and brands brought in 5.7 million in revenue.
- Average customer visitation to the ecommerce website is 157.6K.
- A total of 160 K customers placed orders for various categories and brands.
- 144.3K unique users in total are visiting the ecommerce through different channels.
- Potential revenue is the money made through purchases and the addition of products to the cart is 13M.
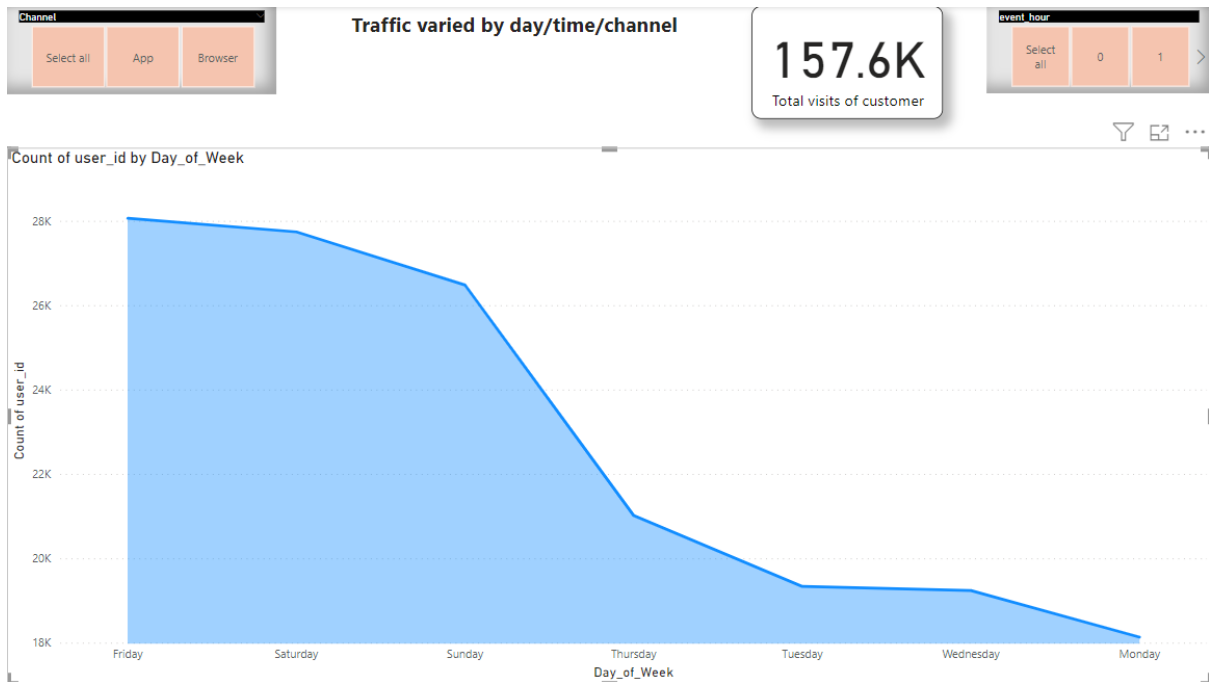
KEY INSIGHTS

- In terms of customer spending, Apple is the brand that sells the most products overall.
- The top selling brands after Apple are Samsung, Xiaomi, Huawei, and LG.
- Nearly every user segment contributes equally to the sales.
- People invest the most in electronic goods out of all the categories, giving the e-commerce business revenues of almost $5 million.
- In addition to gadgets, sales of appliances and computers are growing.
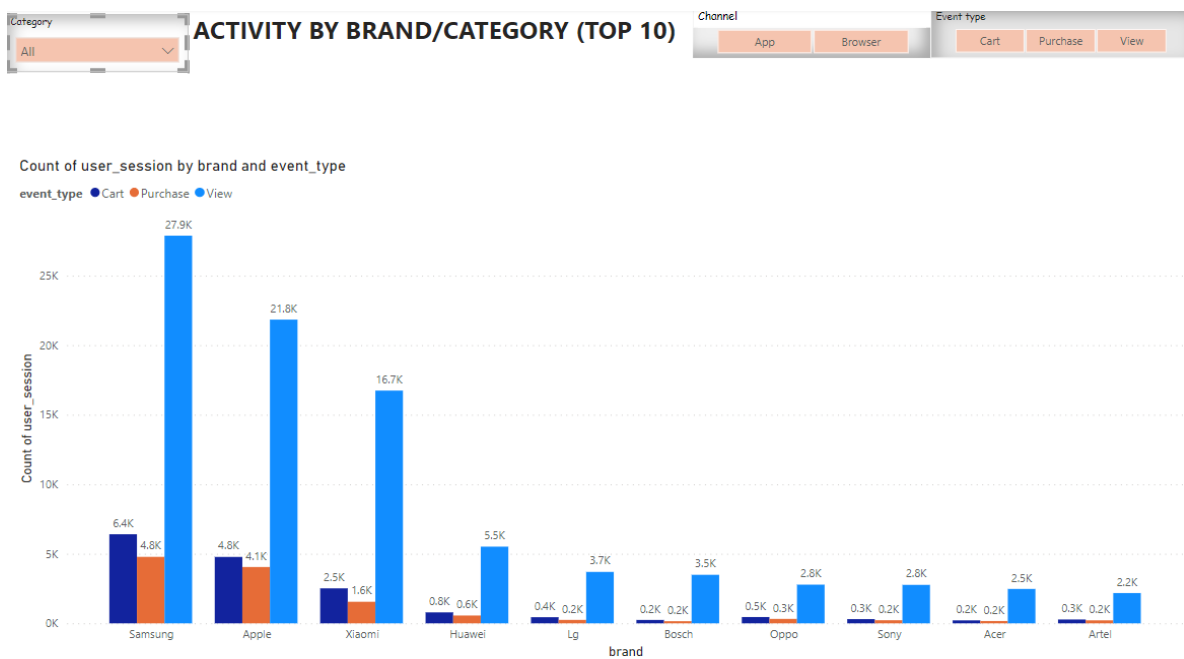- The least popular categories include sporting goods, children's products, accessories, and stationery.

Users vary by category, time and channel

category

Accessori...
Apparel
Appliances
Auto
Computers
Construc...
Country_...
Electronics
Furniture
Kids
Sport
Stationery

Count of user_session by event_hour

🔸 *Between the hours of the morning (5 a.m.) and the evening (5 p.m.), users visit the e-commerce website via browser and app.*

Price varying by brand and channel

Sum of price by brand
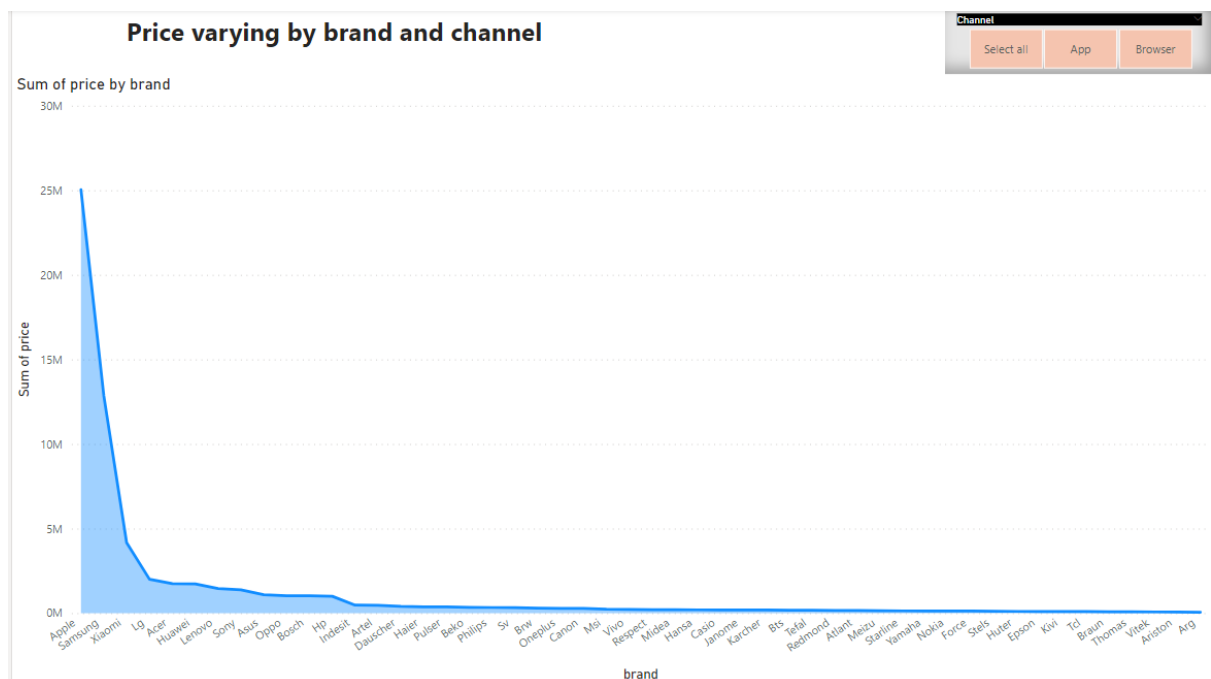
🔸 *According to brands, Apple items are the most expensive, followed by Samsung, Xiaomi, LG, and Acer devices, which have the highest pricing among products in their category.*

Traffic varied by day/time/channel

157.6K
Total visits of customer

Count of user_id by Day_of_Week

- The busiest days of the week for channel traffic are Friday, Saturday, and Sunday, and traffic is roughly evenly spread throughout all channels.

ACTIVITY BY BRAND/CATEGORY (TOP 10)

Category
All

Count of user_session by brand and event_type
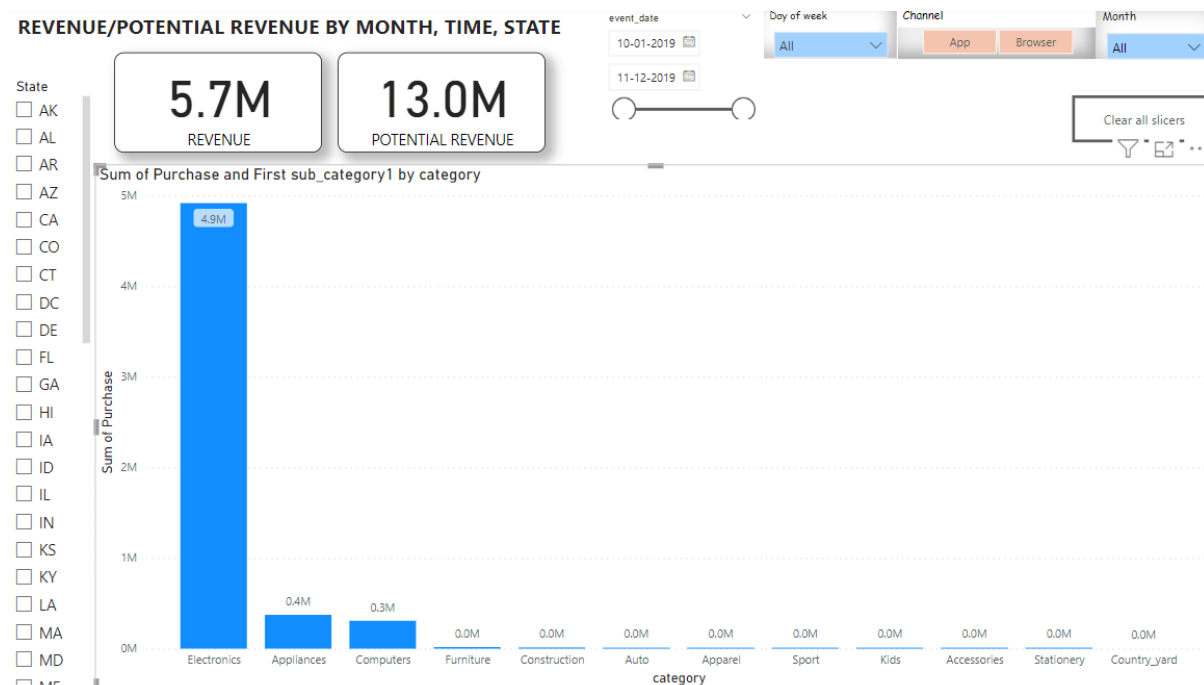
event_type ● Cart ● Purchase ● View

- Samsung is the brand that people are most likely to see, buy, and add to their shopping carts out of all the brands.
- In terms of views, purchases, and product additions to cart by customers, Samsung is trailed by Apple, Xiaomi, and Huawei.
- The majority of customers browse, buy, and add to cart electronic products.

ACTIVITY BY BRAND/CATEGORY (BOTTOM 10)

Count of user_session by brand and event_type
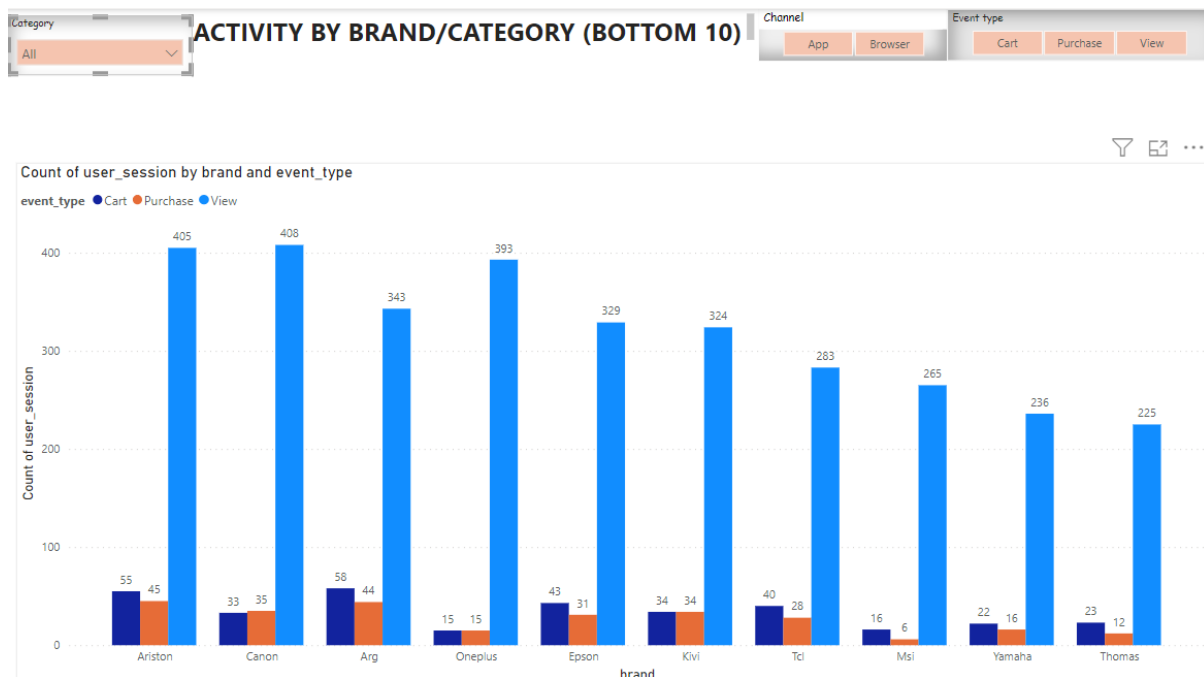
⬥ The companies mentioned above are the least popular, least frequently bought, and have the fewest products put to their shopping carts.

REVENUE/POTENTIAL REVENUE BY MONTH, TIME, STATE

5.7M
REVENUE

13.0M
POTENTIAL REVENUE

Sum of Purchase and First sub_category1 by category

⬥ In comparison to the other days of the week, the firm generates a higher amount of income from clients on Friday, Saturday, and Sunday. The business, however, makes 1.2 million dollars on Sunday.

BRAND WISE AVERAGE SALE AND PRICE

Average of Purchase and Sum of price by brand
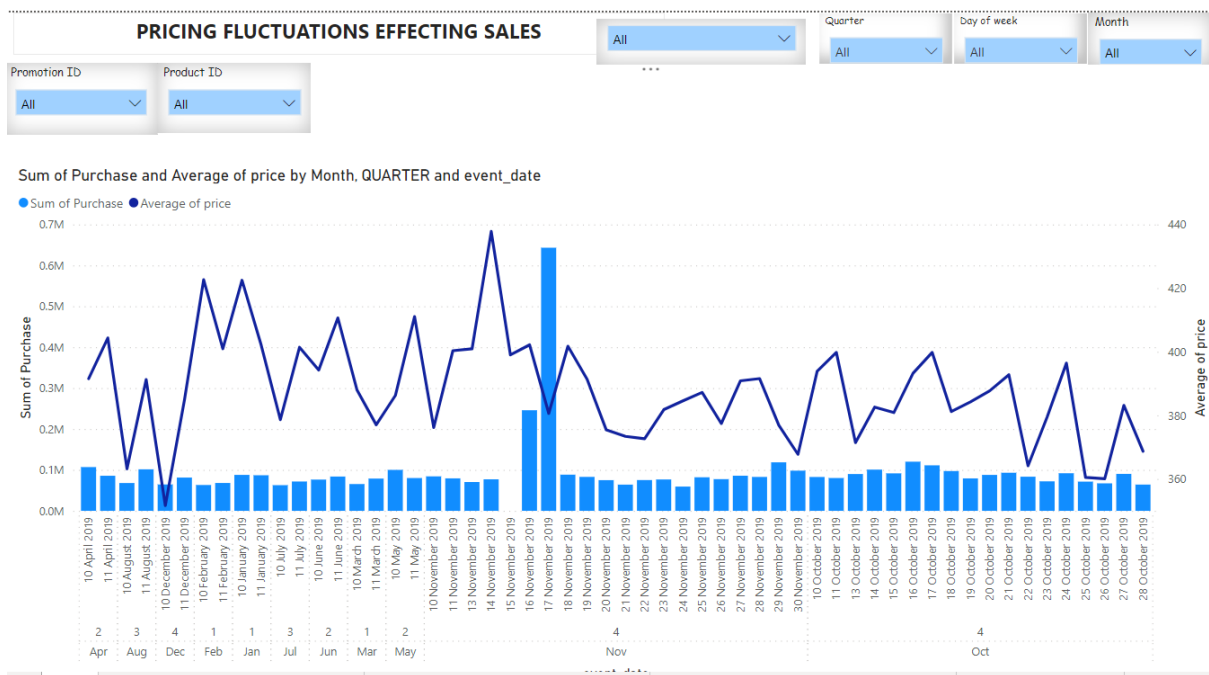
● Average of Purchase ● Sum of price
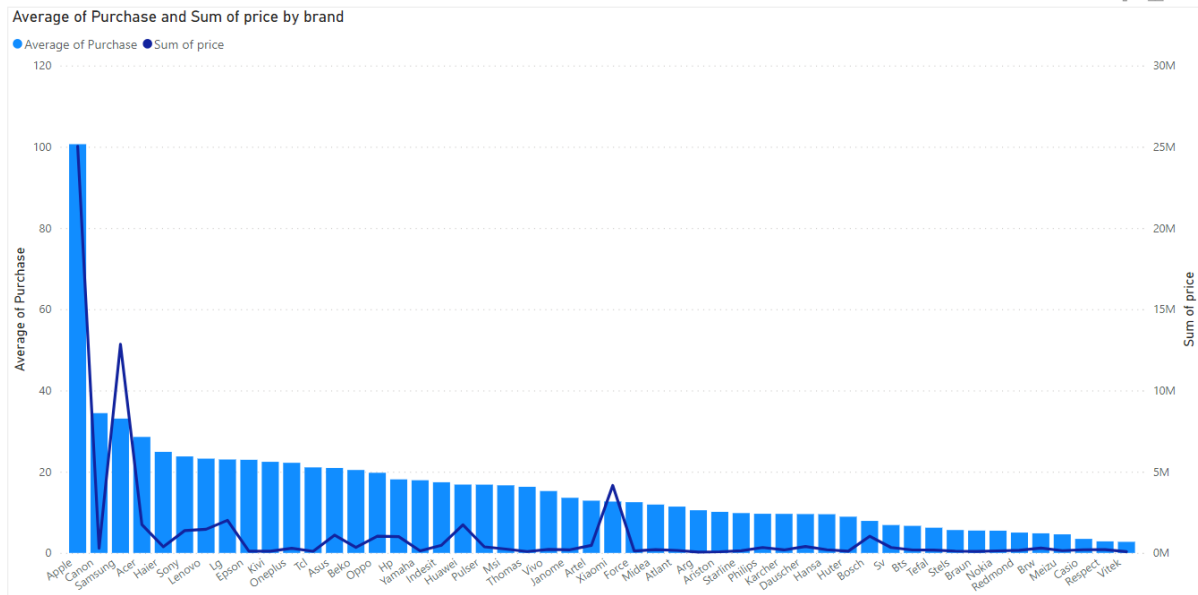
   🔅 *Apple, Samsung, and Xiaomi are the costliest brands overall when comparing brand-wise average buy and total cost. As a result, the following brand's average sales are lower than those of brands with lower prices.*

## CATEGORY WISE AVERAGE SALES AND PRICE

Average of price and Sum of Purchase by category

● Average of price ● Sum of Purchase
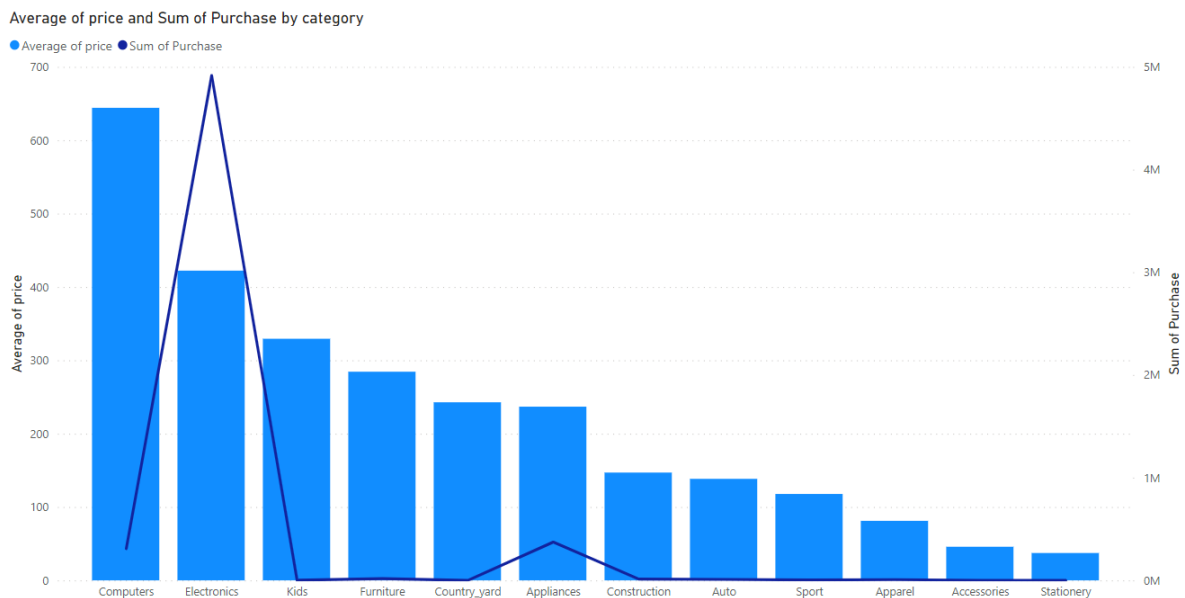
   🔅 *The most expensive item in each category is a computer, yet fewer individuals buy them than other items.*

   🔅 *The second-highest priced category item in terms of price is electronics, which are also the most popular items among buyers.*

PRICING FLUCTUATIONS EFFECTING SALES

Sum of Purchase and Average of price by Month, QUARTER and event_date

● Sum of Purchase ● Average of price

➕ *More sales occur whenever product prices are reduced. Giving a product a discount so draws customers and boosts sales. The largest selling was on November 17, 2019, for example.*

PRODUCT ID WISE SALES AND PRICE

Sum of Purchase by ProductId
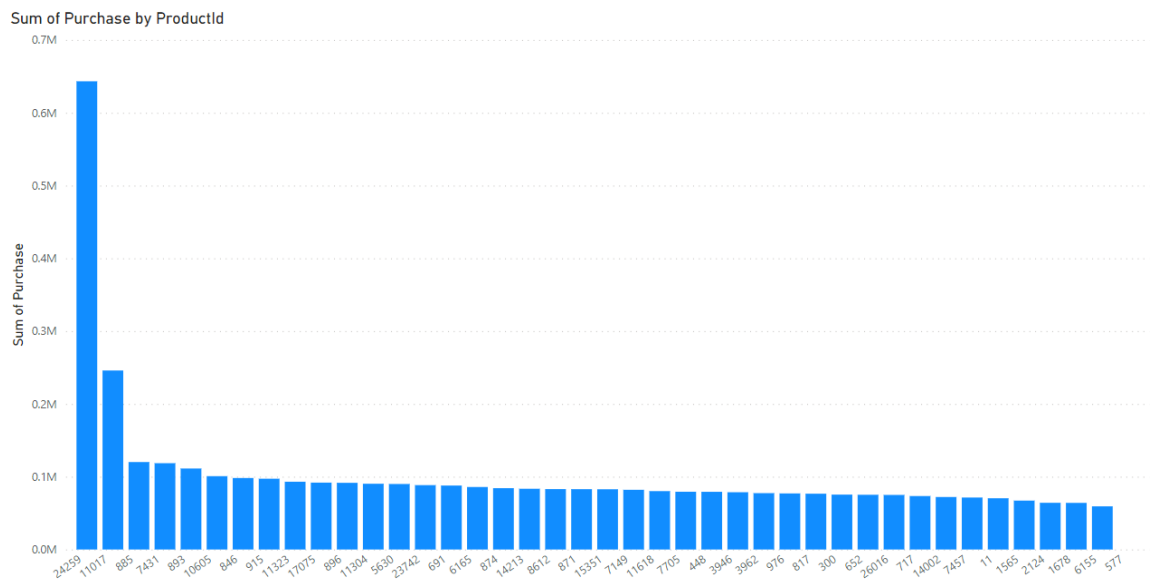
➕ *The most successful product IDs are 24259, 11017, 885, 7431, and 893.*

MONTH WISE SALES

Sum of Purchase by Month
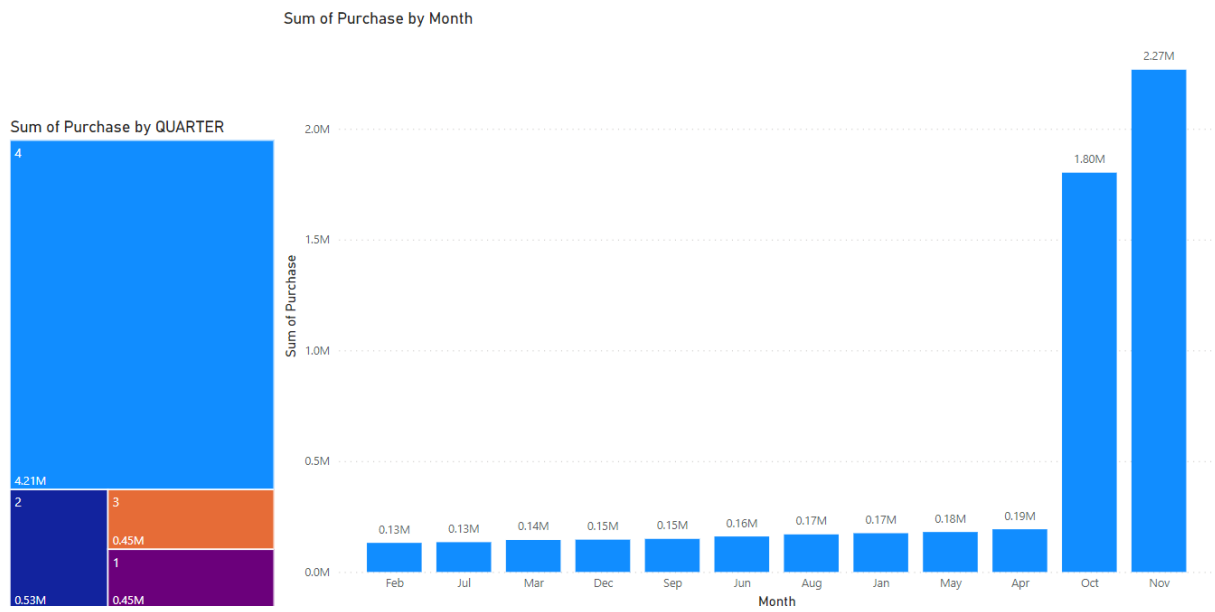
- ✚ *Sales were strong in the fourth quarter of the year, and we can see that sales in October and November made a major contribution to overall sales.*
- ✚ *Additionally, we may deduce that the items were subject to a discount in November and December. Thus, there has been a sharp increase in sales in recent months.*