

EDA

E COMMERCE DATA - Exploratory Data Analysis

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1. Objective

- 1.1 Analysing the customers and the products they bought
- 1.2 Geospatial Analysis of Customers

2. Methodology

2.1 Import the data

2.2 Visualize data

2.3 Gain Insights

2.4 Make Decision and Conlcusions

3. Data

Brazilian E commerce Data from **Kaggle**

OLIST

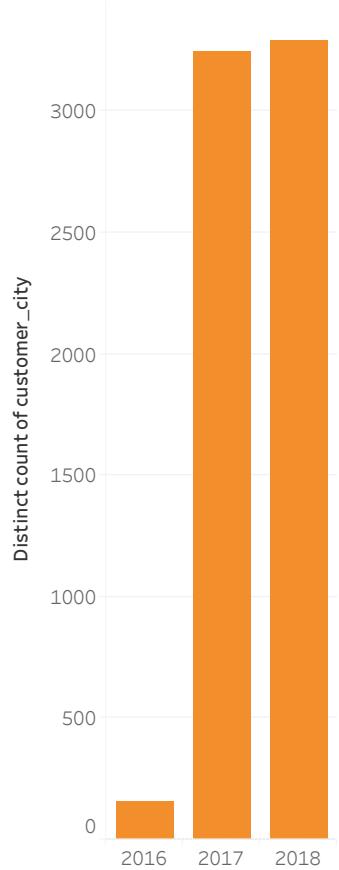
<https://olist.com/>

4. Work Flow

1. Data importing into tableau
2. Link Data sets and setting the data set mode to live/extract
3. Drop Null values
4. Data profiling
5. Visualizing
6. Gain insights
7. Derive conclusions and suggestions

5. ANALYSIS

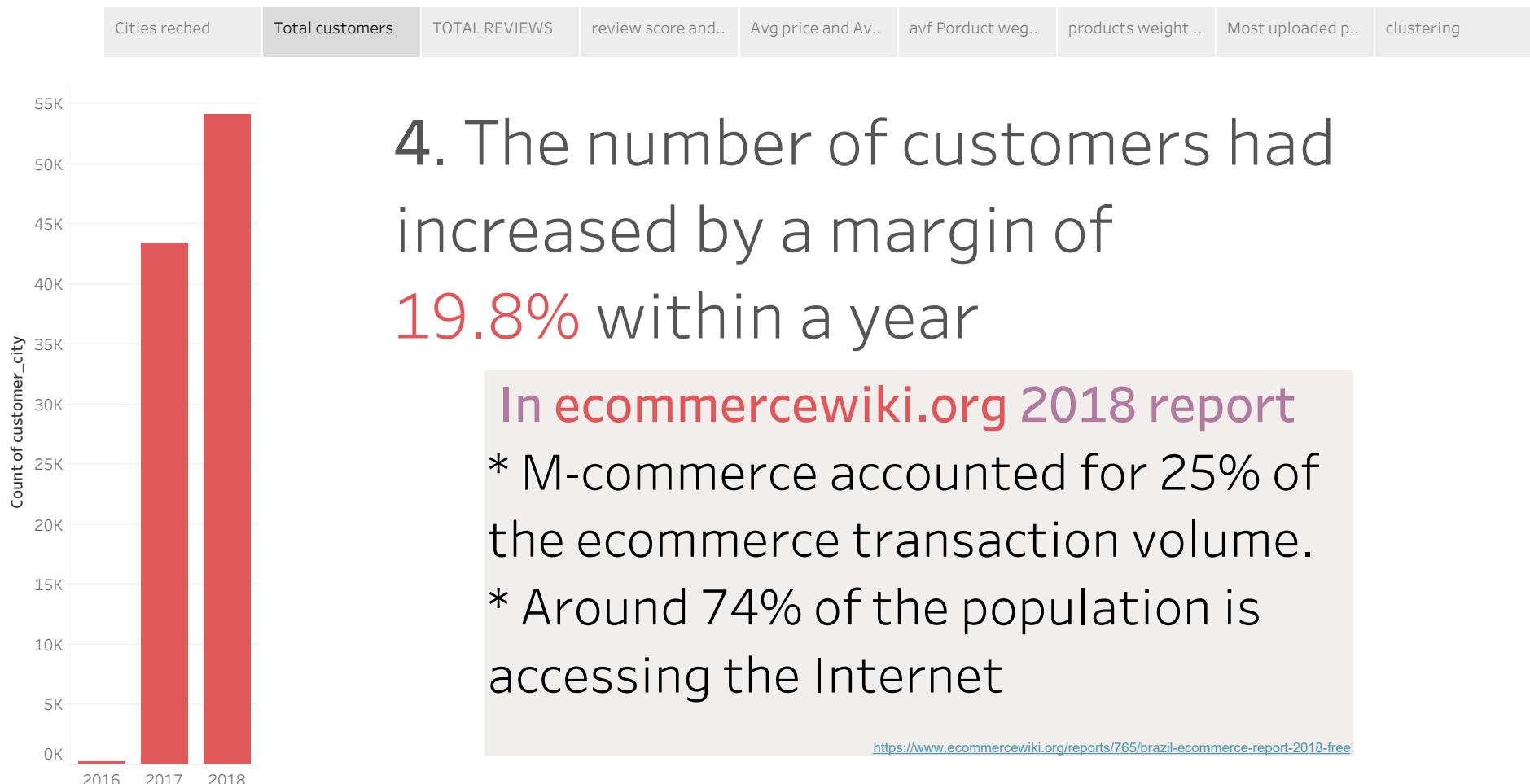
Cities reched	Total customers	TOTAL REVIEWS	review score and..	Avg price and Av..	avf Porduct weg..	products weight ..	Most uploaded p..	clustering
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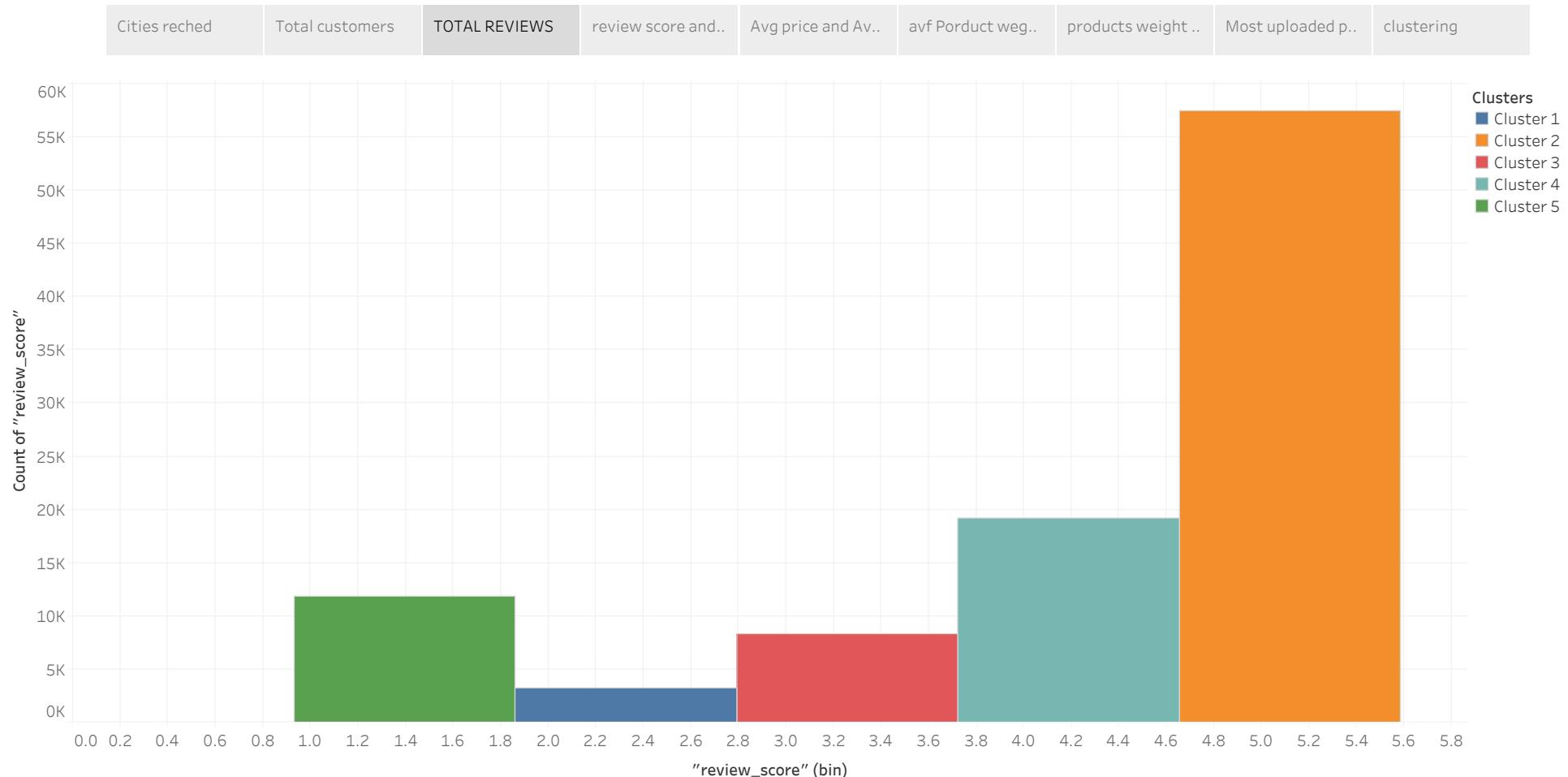
Customers

1. Cleary we have complete data for 2017 and 2018
2. 20 more cities reached in a span of one year

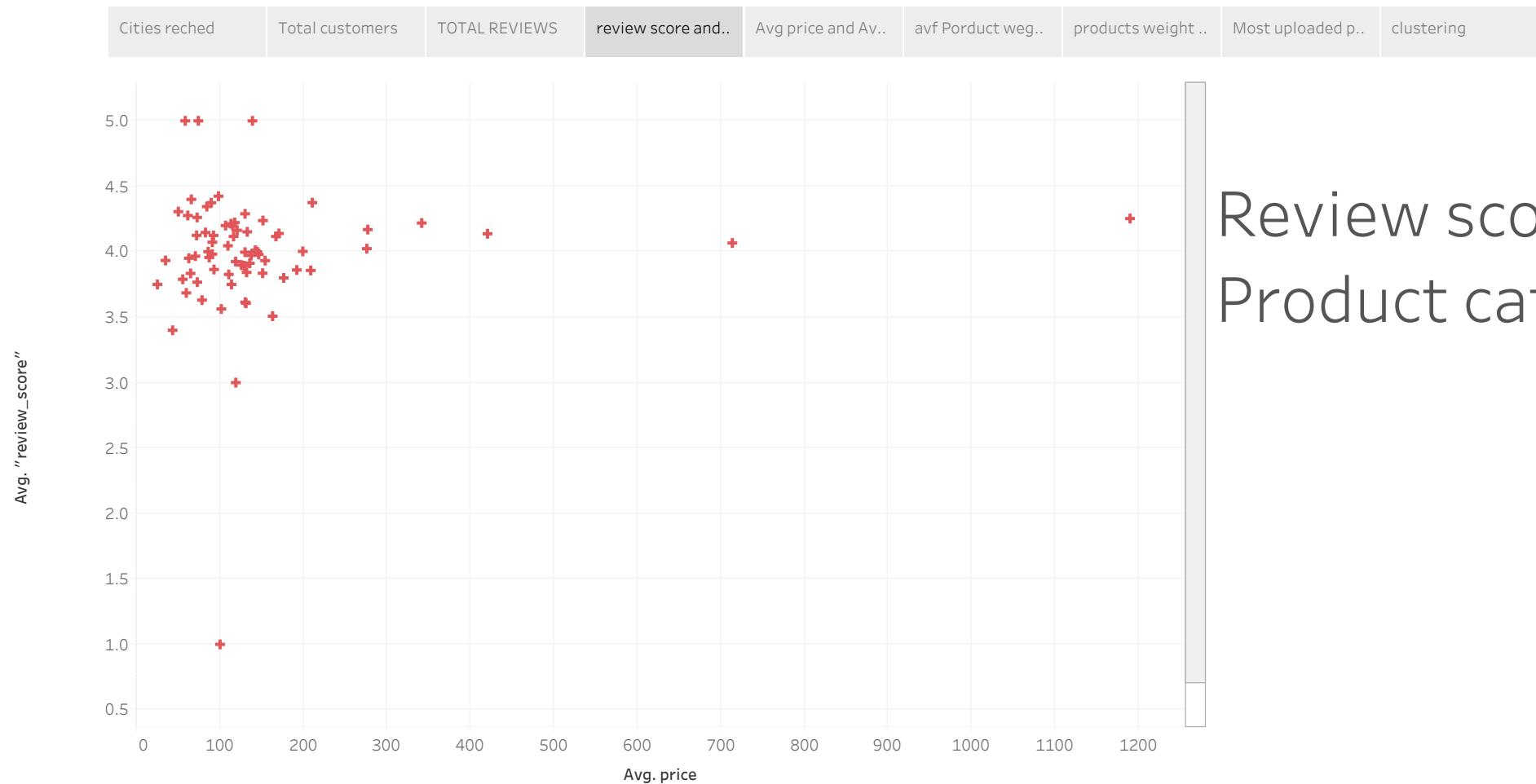
5. ANALYSIS



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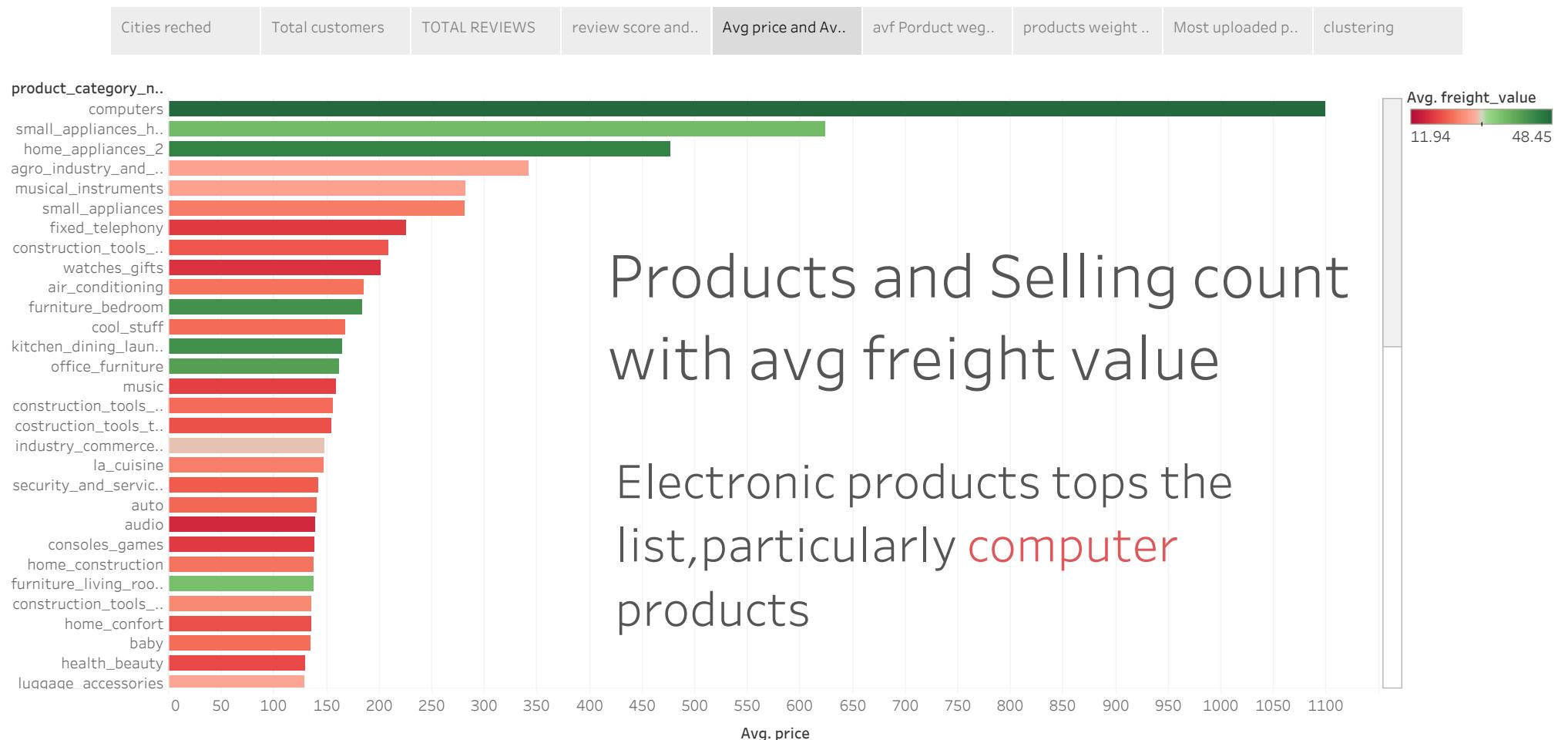


5. ANALYSIS

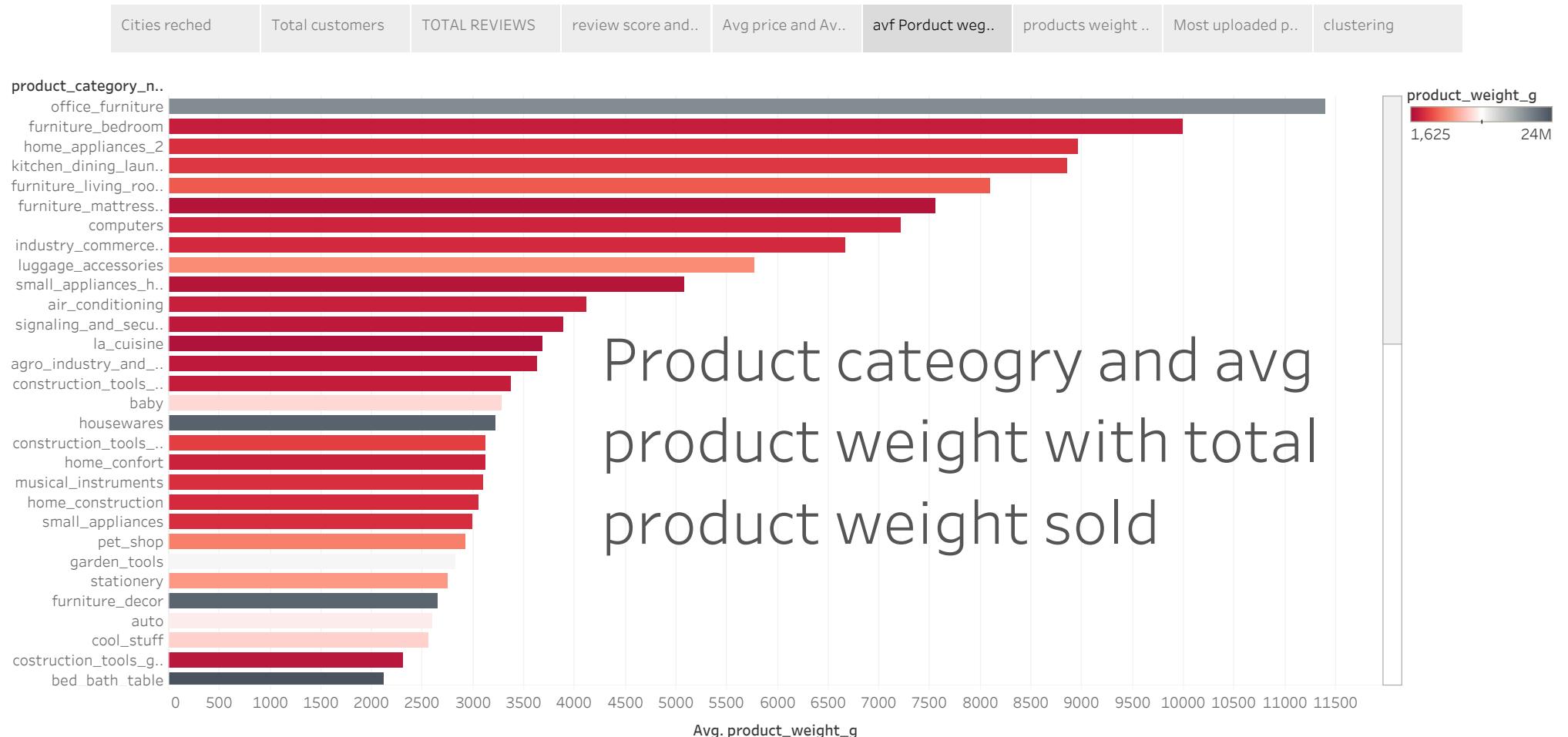


Review score a
Product catego

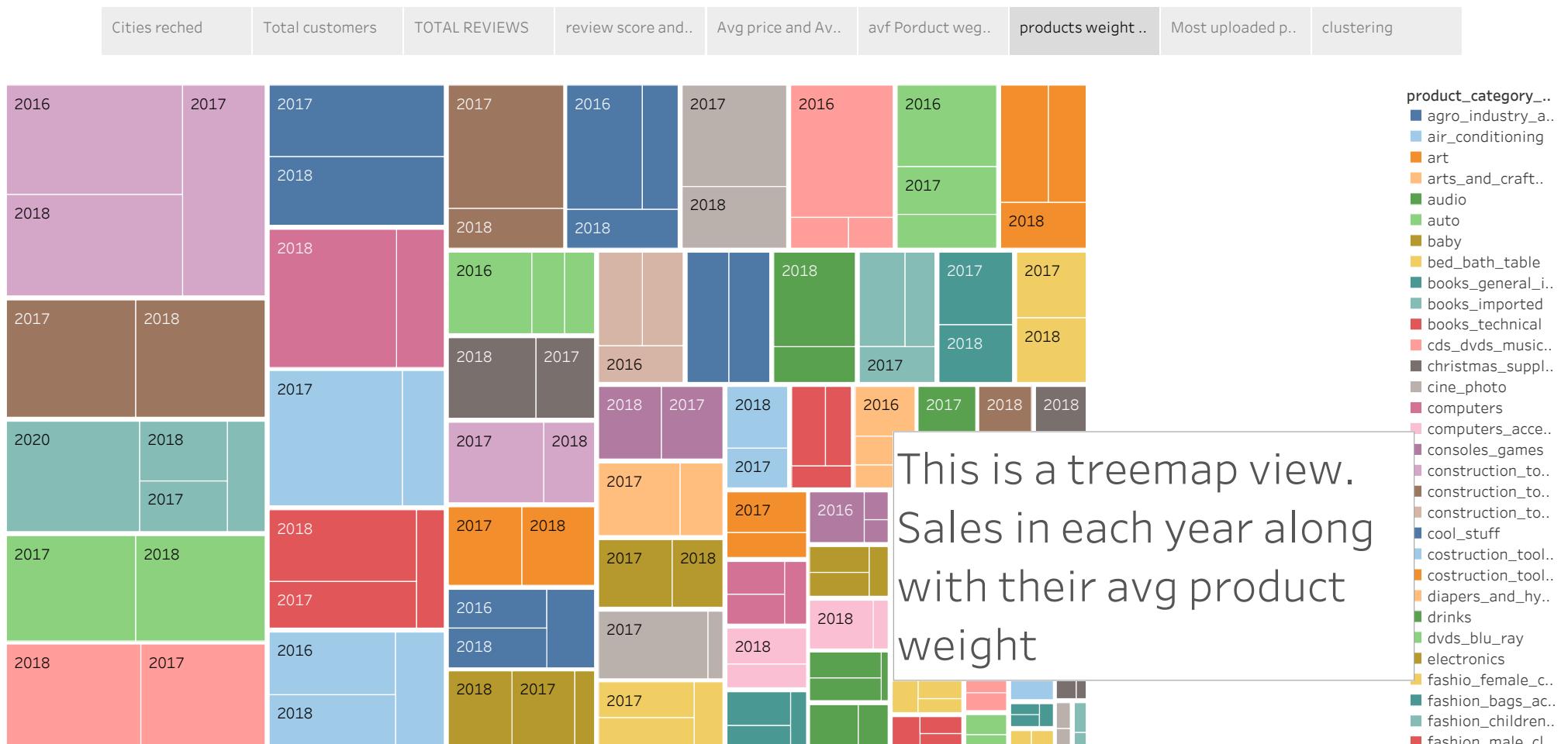
5. ANALYSIS



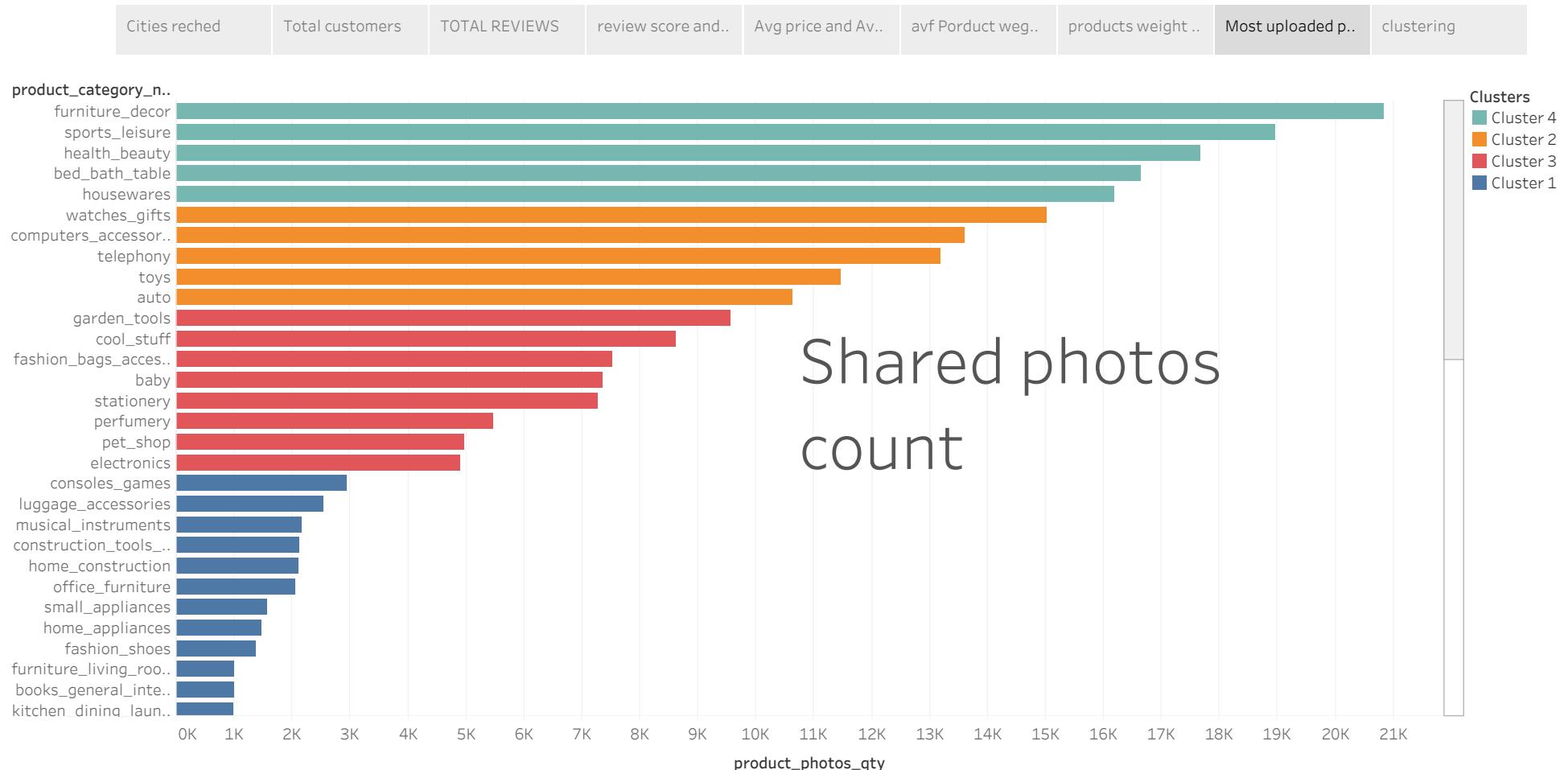
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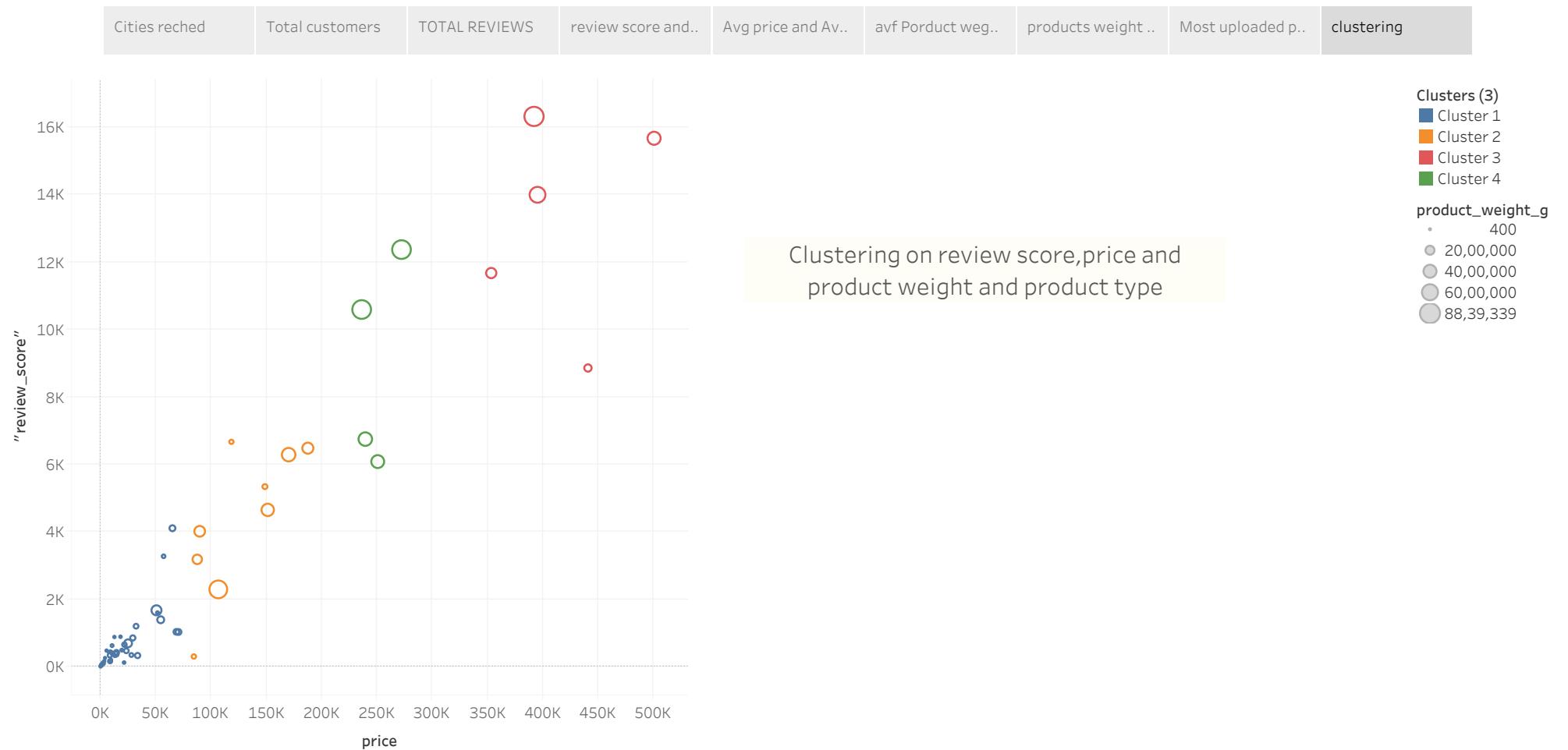
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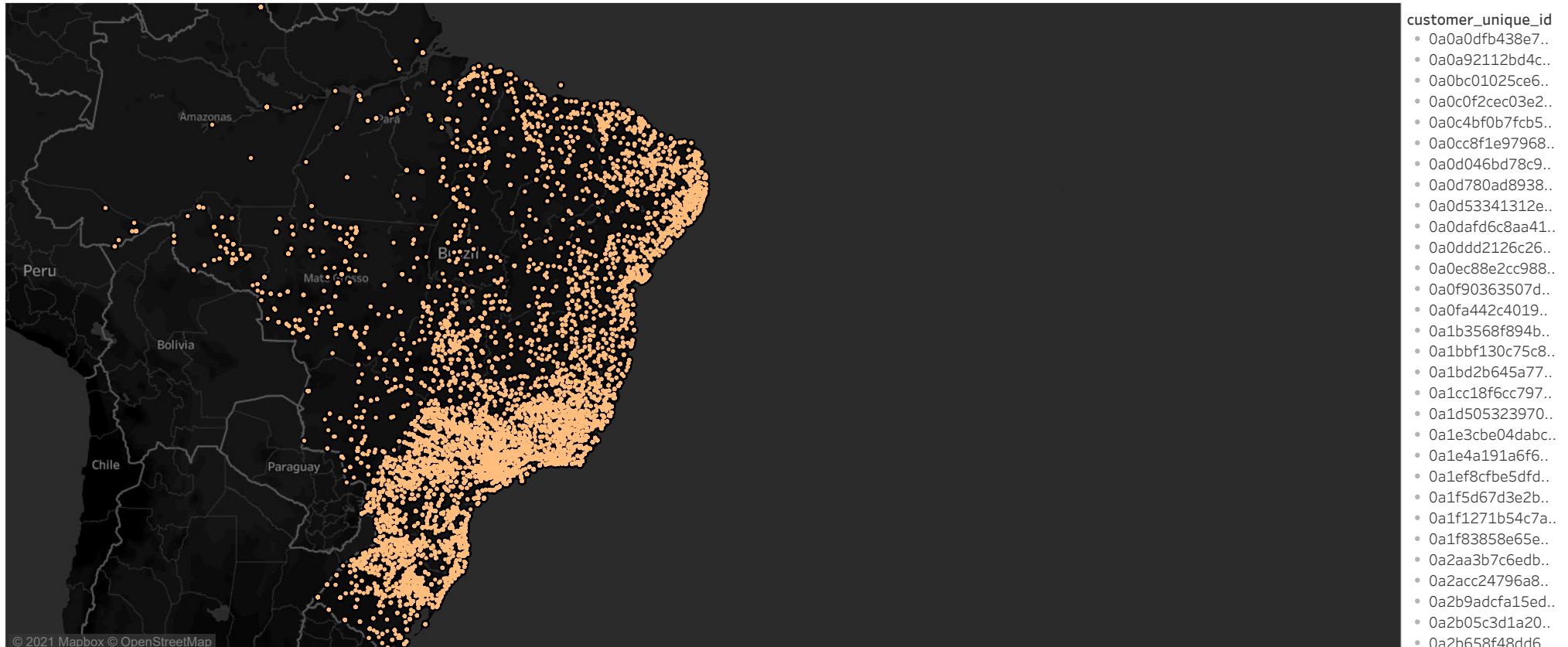


5. ANALYSIS



5. Geo location

city and number
of records



6. Conclusions

1. Brazil's online shopping patterns are expanding.
2. From 2017 to 2018, revenue increased by 10%.
3. Summer is the best time to go shopping.
Brazilians place more orders at the beginning of the week than on weekends.
4. Health & Beauty, Watches, Bed Bath & Table and housewares are the most popular product categories.
5. Credit cards are the most often used payment options.
6. Monday is the highest-earning weekday.
7. Among the many product categories, 'health & beauty' products accounted for a 0.29 M rise from 2017 to 2018.
8. The increase in revenue is primarily due to the summer season in Brazil. People prefer internet shopping to in-store purchasing.
9. Months with the highest earnings: November 2017, April 2018, and May 2018.
10. The model has 70% accuracy which can predict the product based on the price, freight

END