E-Commerce Sales Analysis for Data-Driven Decision Making

Task 1 > Subtask 1

📱 Subtask 1: Research Indian E-Commerce Market

Before diving into data analysis, it's crucial to understand the **Indian e-commerce landscape,** how businesses operate, and the role of data in decision-making. Indian e-commerce is a rapidly growing sector, with companies like **Flipkart, Amazon India, Meesho, and Nykaa** leveraging data analytics for personalized marketing, inventory management, and customer retention.

By researching the market, you will get insights into:

- Key players in the industry and their business models
- The impact of **festive sales (Diwali, Big Billion Days, Great Indian Sale, etc.)** on revenue
- The importance of **customer segmentation, product recommendations, and demand forecasting**
- Common metrics used to measure business performance

This research will help you **align your data analysis with real-world business problems,** making your project more impactful.

Subtask 1: Research Indian E-Commerce Market

🛠 **How You Can Perform This Task?**

1 Identify Key Indian E-Commerce Players

- Research major e-commerce platforms in India (**Flipkart, Amazon India, Meesho, Nykaa, Myntra, Ajio**).
- Understand their business models (B2C, B2B, D2C, marketplace model).
- Check recent trends in revenue, user base, and expansion strategies.

2 Understand Data-Driven Strategies Used by These Companies

- Research how companies use **customer data for personalized marketing**.
- Learn about **pricing strategies based on demand and competitor analysis**.
- Study how they **optimize logistics and supply chain** using predictive analytics.

3 Identify Key Metrics Used in E-Commerce Analytics

- **Sales Metrics**: Revenue, Average Order Value (AOV), Repeat Purchase Rate.
- **Customer Metrics**: Retention rate, Customer Lifetime Value (CLV), Customer Acquisition Cost (CAC).
- **Marketing Metrics**: Click-through rate (CTR), Conversion Rate, Cost Per Click (CPC).
- **Operational Metrics**: Order fulfillment time, Return rates, Inventory turnover.

4 Analyze Seasonal Sales Impact

- Study **historical sales data trends** during events like **Flipkart's Big Billion Days, Amazon Great Indian Festival, or Meesho Mega Blockbuster Sale.**
- Understand how companies **adjust pricing, inventory, and marketing strategies** during peak seasons.

5 Document Your Findings

- Summarize your research in a **2-3 page report** with key insights.
- Use tables, bullet points, or graphs to make it visually engaging.
- Relate these insights to your upcoming data analysis tasks.

Tasks

- ☐ Identified and researched major Indian e-commerce companies.
- ☐ Understood how companies use data for marketing, pricing, and logistics.
- ☐ Listed key **e-commerce performance metrics** that are commonly analyzed.
- ☐ Researched the impact of **seasonal sales trends** on revenue.
- ☐ Created a short **summary report** with insights.

Overall Progress 0%

ℹ Project Overview

1 Step 1: Understanding Business Requirements and Data Overview ⌄

Subtask 1: Research Indian E-Commerce Market

☐ Subtask 2: Download and Explore Dataset

☐ Subtask 3: Data Cleaning and Preprocessing

☐ Subtask 4: Submission

2 Step 2: Sales Trend Analysis >

3 Step 3: Customer Segmentation Using RFM Analysis >

4 Step 4: Sales Forecasting Using Time Series Analysis >

5 Step 5: Business Insights & Recommendations >

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