

E-Commerce Performance Analysis — October 2019

Best-Selling Categories: Electronics generate the highest revenue, while diapers show strong conversion rates despite lower views, indicating high purchase intent.

Sales Trend: Revenue peaks during mid-October, highlighting seasonal demand and promotional impact.

Customer Behaviour: Electronics receive very high traffic but comparatively low conversion rates, suggesting browsing behavior and price sensitivity.

Opportunity: Increasing visibility and promotion for high-conversion categories like diapers can significantly boost overall revenue.

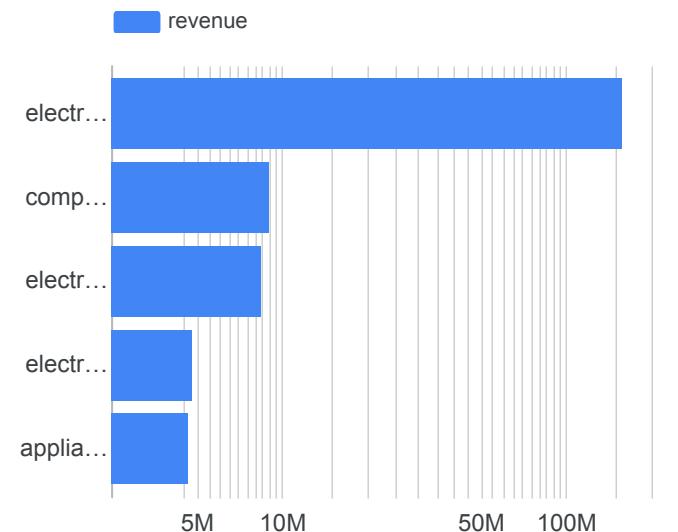
Risk Areas: Products such as water heaters attract high traffic but show low conversion, indicating a potential product–market mismatch.

Recommended Action: Reallocate marketing focus toward high-conversion categories and optimize pricing or offers for high-traffic, low-conversion products.

revenue over time



Revenue by Product Category



Average Conversion Rate by Category

category_code	conversion_rate
1. kids.fmfcg.diapers	3.18%
2. electronics.smartphone	3.18%
3. electronics.audio.headphone	2.99%
4. appliances.iron	2.31%
5. appliances.kitchen.microwave	2.24%
6. medicine.tools.tonometer	2.24%
7. appliances.personal.scales	2.12%
8. electronics.video.tv	2.05%
9. appliances.environment.water_heater	2%
10. appliances.ironing_board	1.95%

Category Performance: Traffic vs Conversion (Bubble = Revenue)

