

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.

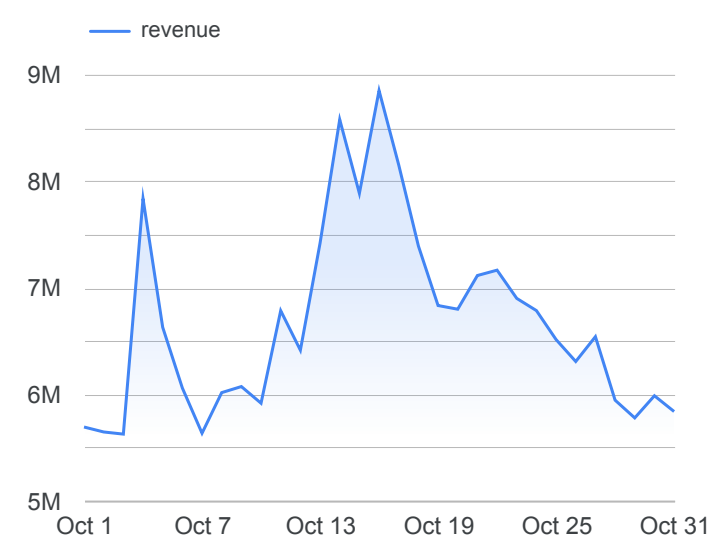
Customer Behaviour: Electronics receive very high traffic but comparatively low conversion rates, suggesting browsing behavior and price sensitivity.

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

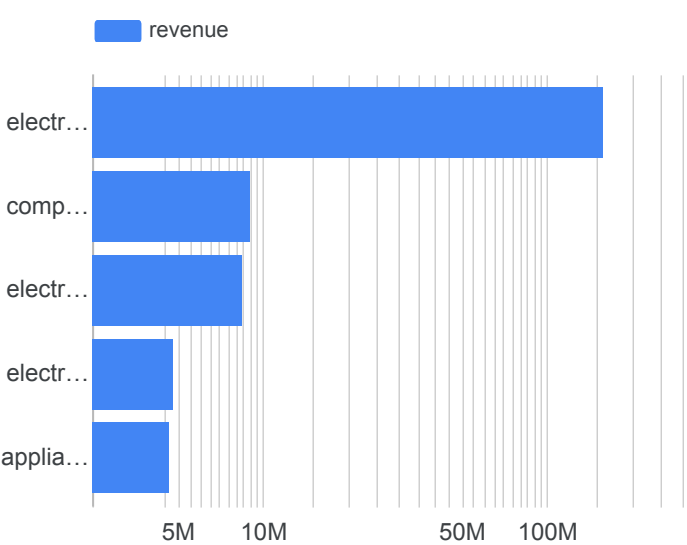
Risk Areas: Products such as water heaters attract high traffic but show low conversion, indicating a potential product–market mismatch.

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.fmcg.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_h...	2%
10.	appliances.ironing_board	1.95%

Category Performance: Traffic vs Conversion (Bubble = Revenue)

