

# STERLING E-COMMERCE





# ABOUT US

**Sterling E-Commerce** is a one-stop online shopping destination for a wide range of high-quality products. Our mission is to provide our customers with the best shopping experience possible, with a focus on quality, affordability, and convenience.

At **Sterling E-Commerce**, we offer a wide selection of products across various categories such as health & sports, men's and women's fashion, computing, entertainment, mobiles & tablets, appliances, beauty & grooming, home & living, soghaat, school & education, books, and more. We pride ourselves on offering a comprehensive range of products that caters to the needs of our diverse customer base.

We are proud to be a leading e-commerce retailer, and we are committed to continuous innovation and improvement to meet the evolving needs of our customers.





# PROBLEM OVERVIEW

**The Director of Sterling** contacted you and your team of Data Scientists because they are interested in leveraging the power of their data to gain insights into the business and improve their efficiency.

**Sterling** wants to better understand their customers' needs, preferences, and behavior. Specifically, want to identify any patterns or trends. **Sterling** believes that leveraging the power of data can help them make more informed decisions and boost effectiveness.

They want to understand their data, so they can optimize their product offerings, streamline operations, and enhance **Sterling's** customer experience.





# DATA DICTIONARY

- **Category** – The category of goods
- **City** – The city where customers are ordering from
- **County** – The county where customers are ordering from
- **Cust Id** – Customer ID
- **Customer Since** – The date when the customer first order.
- **Date of Order** – The date when the customer placed an order.
- **Full Name** – Customer full name
- **Gender** – (Male, Female)
- **Item Id** – Item ID
- **Order Id** – Order ID
- **Payment Method** – The payment platform the customer used
- **Place Name** – The exact location where the customer are ordering from
- **Ref Num** – Reference Number
- **Region** – The region where the customer are ordering from
- **State** - The state where the customer are ordering from
- **User Name** – The customer's username
- **Zip** – Customer's zip code
- **Qty Ordered** – The quantity of goods ordered
- **Total** – Total amount paid by customer





## Questions to Answer with the Dataset

- What is the distribution of customers across different genders?
- What is the total amount of revenue generated in the last years?
- What Product is mostly ordered and what product generates the highest revenue?
- What is the overall distribution of orders and revenue across different categories?
- Which payment methods are most commonly used by customers? And which Payment Method generates highest revenue?
- How has revenue generated evolved over time?
- Which countries are the Top 10 in revenue generation and highest order quantity?







## STERLING E-COMMERCE ANALYSIS DASHBOARD



49.03%

% of Female Customers



50.97%

% of Male Customers



Mobiles & Tablets

Highest Selling P.category



\$231,061,039

Total Revenue

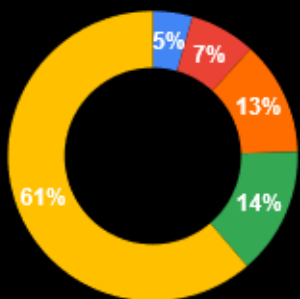


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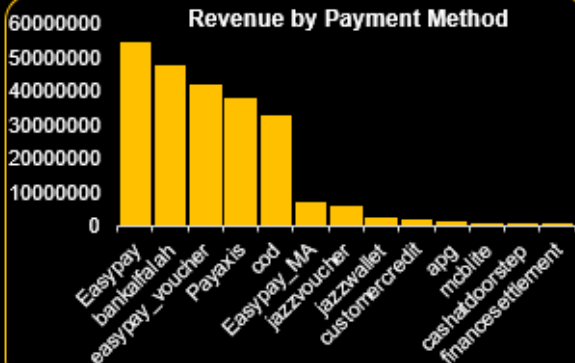
Most Used Payment M.

Top 5 Revenue Generating Product Category

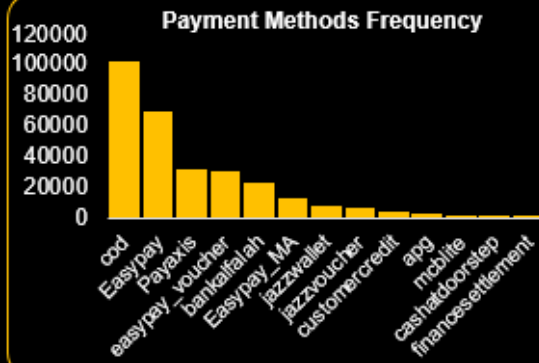
- Computing
- Others
- Entertainment
- Appliances
- Mobiles & Tablets



Revenue by Payment Method



Payment Methods Frequency



Top 10 Revenue Generating Countries

|             |           |
|-------------|-----------|
| Los Angeles | 2,835,745 |
| Monroe      | 2,173,749 |
| Jefferson   | 2,145,536 |
| Winston     | 1,949,392 |
| Polk        | 1,848,129 |
| Washington  | 1,798,003 |
| Nassau      | 1,784,200 |
| Newton      | 1,743,390 |
| Knox        | 1,703,674 |
| Tishomingo  | 1,629,021 |

Years...

2021

2022

Quart...

Qtr1

Qtr2

Qtr3

Revenue Trend by Month



Top 10 Sales Order by Country

|             |       |
|-------------|-------|
| Jefferson   | 10733 |
| Montgomery  | 9034  |
| Los Angeles | 8663  |
| Washington  | 8525  |
| DeKalb      | 8006  |
| Orange      | 7585  |
| Wayne       | 6703  |
| Monroe      | 5873  |
| Franklin    | 5625  |
| Polk        | 5265  |

Gender

F

M

Region

Midwest

Northeast

South

West