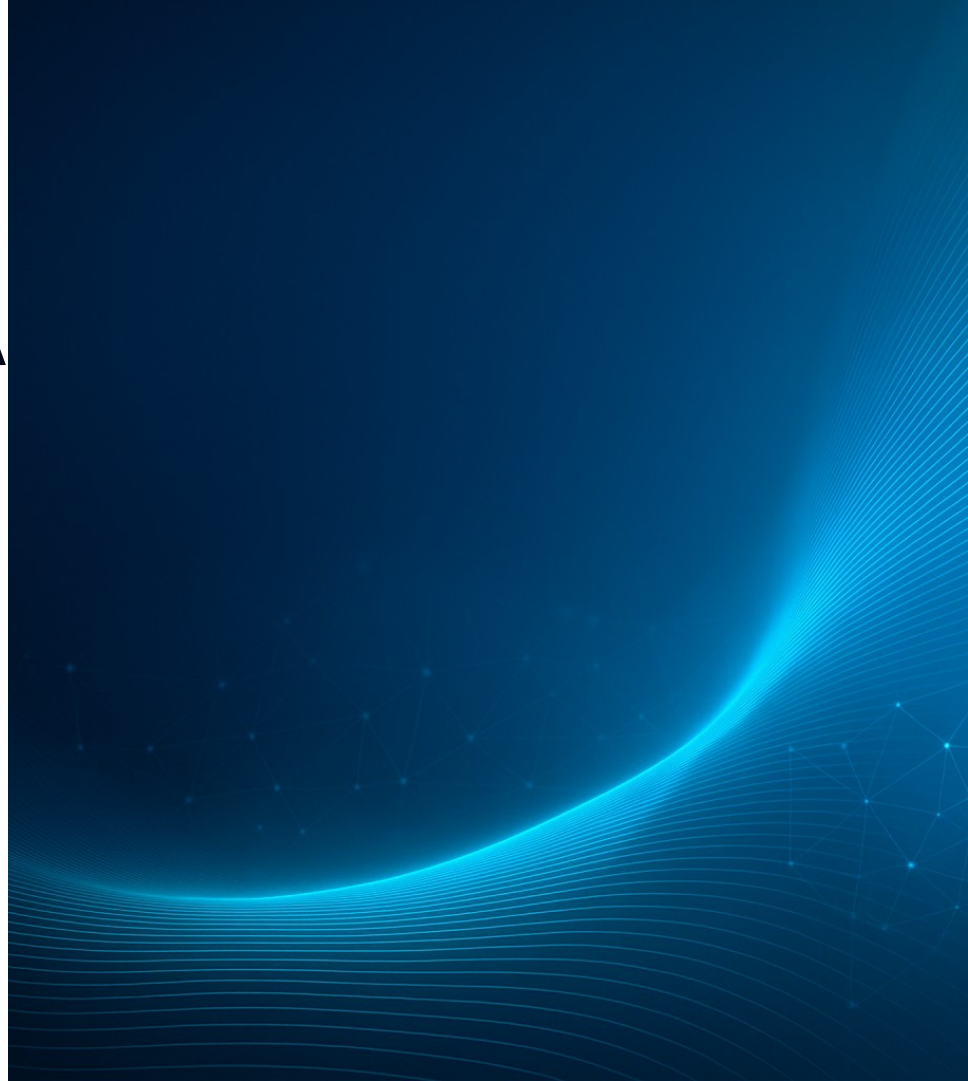


# Technoecon: EDA Report

Digital Transformation Insights

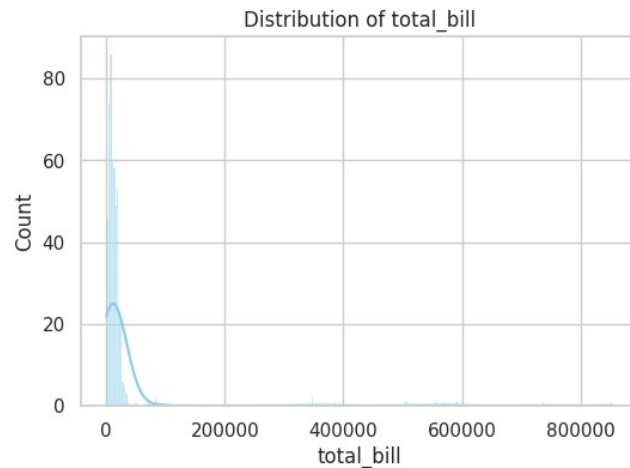
31 July 2025



# Business Overview

<div>6.26 M</div> <div>Total Revenue</div>	<div>500</div> <div>Total Orders</div>	<div>76.37</div> <div>Avg Delivery Charge</div>	<div>14,278.15</div> <div>Avg Order Price</div>
<div>July</div> <div>Month of High Orders</div>	<div>Prepaid</div> <div>Preferred Order Type</div>	<div>22.5</div> <div>Max Coupon Discount</div>	<div>52.4%</div> <div>% Customer Satisfaction</div>

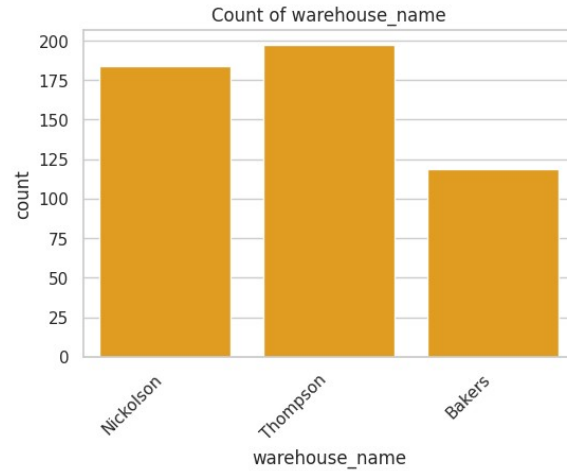
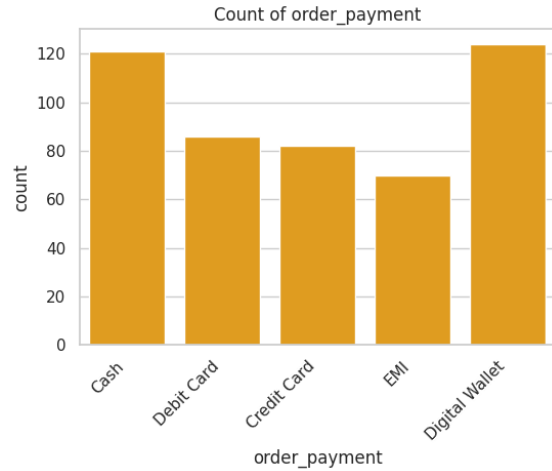
# Key Numeric Distributions



Order prices and total bills exhibit right-skewed distributions, with a long tail of high-value orders.

- 
- Most orders cluster around moderate values, indicating affordability for the majority of customers.
- 
- Data cleaning and outlier treatment ensured that extreme values do not dominate the analysis.

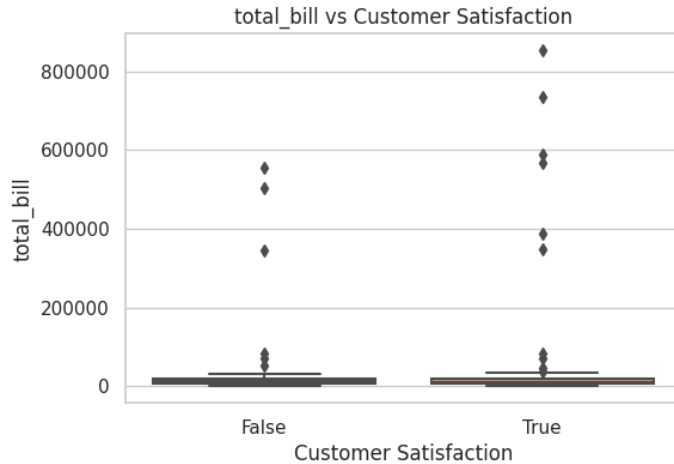
# Preferred Payment & Warehouse



Prepaid orders dominate, reflecting strong adoption of digital payments.

- 
- Thompson warehouse handles the majority of deliveries, followed by Nicholson.
- 
- Efficient warehouse operations are critical for timely deliveries and customer satisfaction.

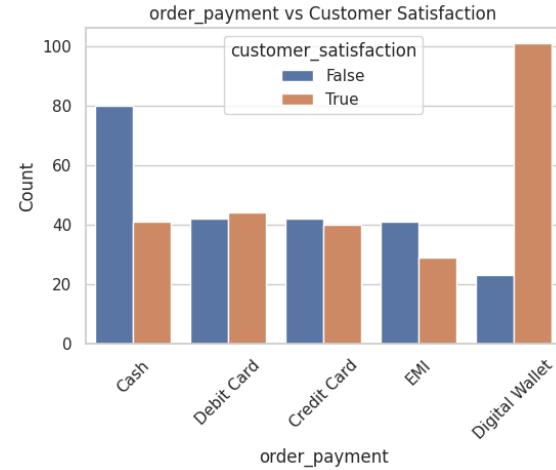
# Customer Satisfaction vs Numeric Variables



Satisfied customers tend to have slightly lower total bills and moderate delivery charges.

- 
- However, differences are subtle, suggesting satisfaction is influenced by service quality and not just price.
- 
- Maintaining consistent service levels across price ranges is essential.

# Customer Satisfaction vs Categorical Variables




Prepaid orders show higher satisfaction rates compared to COD.

- 
- Wallet and online payment methods perform similarly in terms of satisfaction levels.
- 
- Encouraging digital payments through promotions may boost satisfaction.

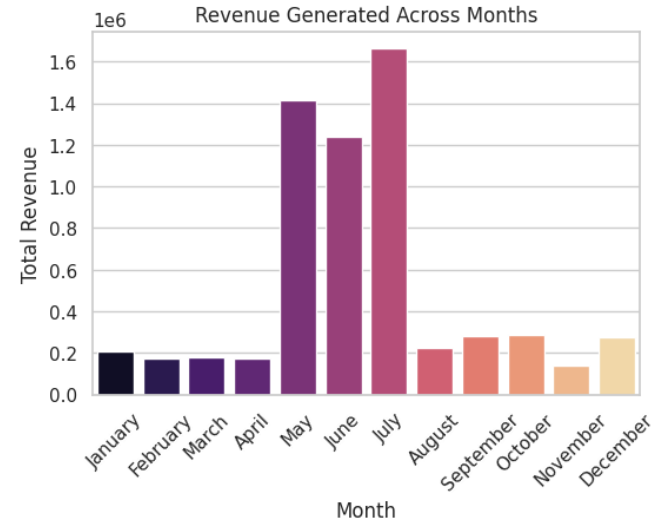
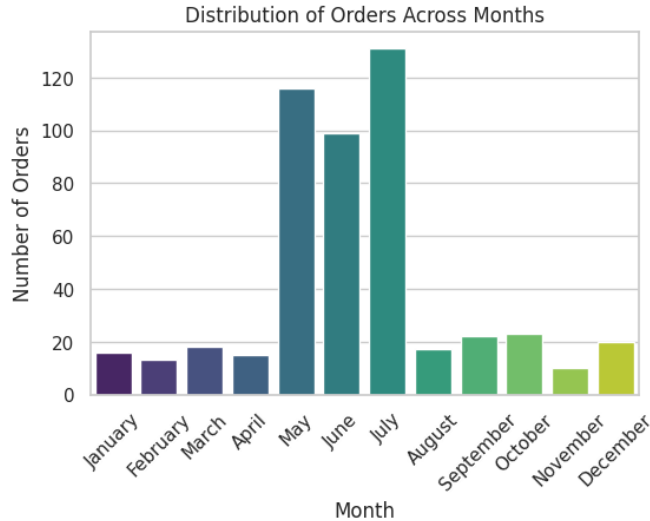
# Revenue by Warehouse



Nicholson warehouse generates the highest revenue, followed by Thompson and Bakers.

- 
- High-performing warehouses can serve as benchmarks for operational best practices.
- 
-  Consider replicating logistics strategies of top warehouses in new cities.

# Orders & Revenue by Month



Orders peak in July, reflecting the impact of digital transformation initiatives.

- 
- Revenue mirrors order trends, with June and July contributing the largest shares.
- 
- 📌 Off-peak months present opportunities for targeted marketing campaigns.



# Customer Satisfaction vs Coupon Discount



Moderate coupon discounts (10–20) are associated with higher satisfaction levels.

- 
- Very low (<5) or very high (>20) discounts may not translate into increased satisfaction.
- 
- [\[4\]](#) Tailor discount strategies to optimise both sales volume and customer happiness.

# Conclusions & Recommendations

Digital transformation initiatives led to significant increases in orders and revenue, especially in mid-year months.

- 
- Invest in warehouse capabilities and replicate best practices from high-performing sites like Nicholson.
- 
- Promote prepaid payment methods and ensure seamless online experiences to sustain high satisfaction levels.
- 
- Offer moderate coupon discounts and targeted promotions during off-peak months to drive engagement.
- 
- Expand digital transformation to other cities with data-driven strategies for warehouses, marketing, and customer experience.