

Technoecom: EDA Report

Digital Transformation Insights

31 July 2025



Business Overview

6.26 M

Total Revenue

500

Total Orders

76.37

Avg Delivery Charge

14,278.15

Avg Order Price

July

Month of High Orders

Prepaid

Preferred Order Type

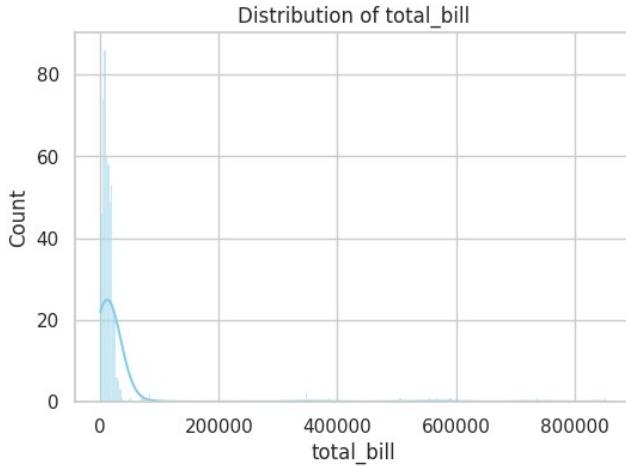
22.5

Max Coupon Discount

52.4%

% Customer Satisfaction

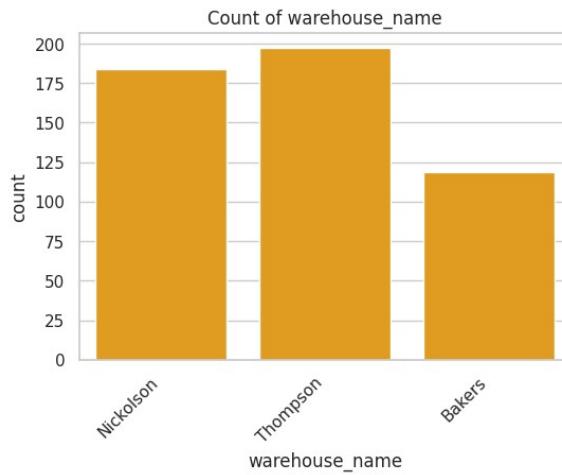
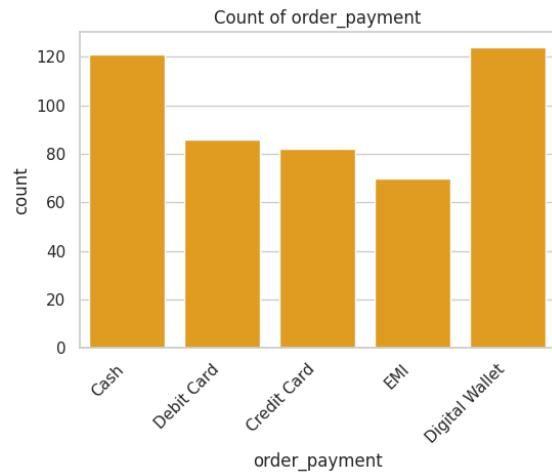
Key Numeric Distributions



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.

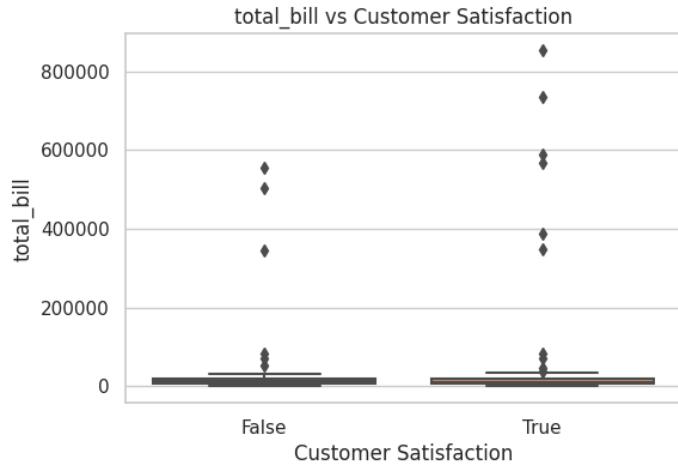
Preferred Payment & Warehouse



Prepaid orders dominate, reflecting strong adoption of digital payments.

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

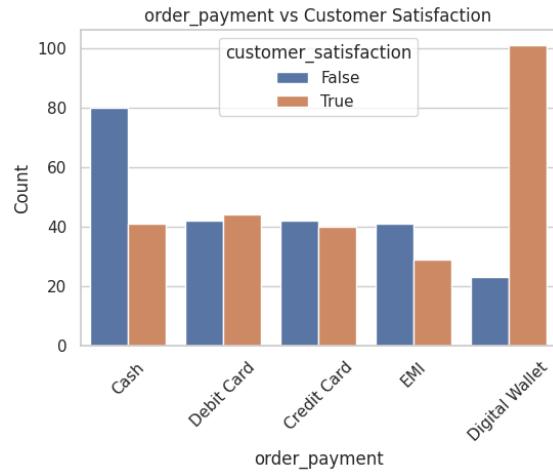
Customer Satisfaction vs Numeric Variables



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

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

Customer Satisfaction vs Categorical Variables



Prepaid orders show higher satisfaction rates compared to COD.

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

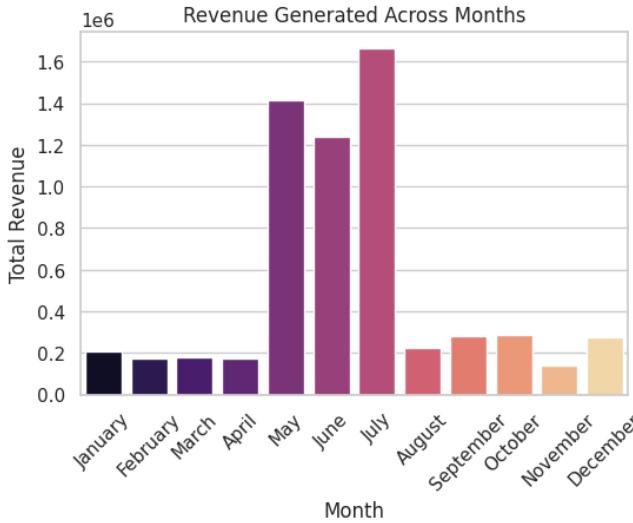
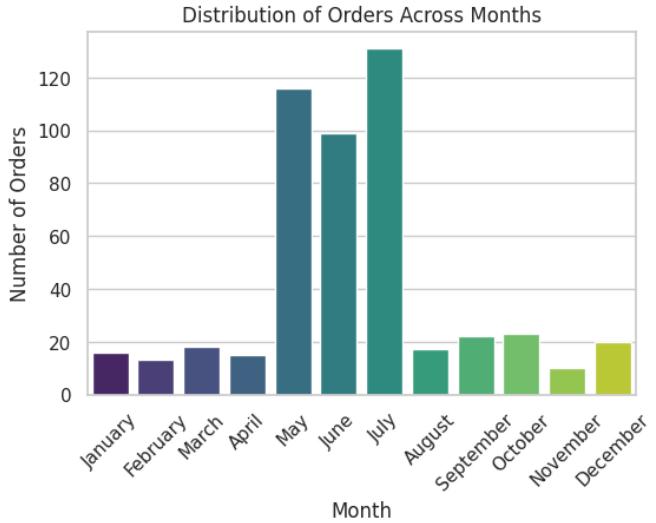
Revenue by Warehouse



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.

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- Revenue mirrors order trends, with June and July contributing the largest shares.
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- 💡 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.
- 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.