

STERLING E-COMMERCE DASHBOARD

Group 3 Presentation



Introduction

In this report, we present a comprehensive analysis of the Sterling E-Commerce Online Super Store dataset.

Our analysis aimed to gain valuable insights into

- ❑ The store's operations
- ❑ Customer behavior, and
- ❑ Regional trends.

We followed a structured approach involving

Data exploration, product analysis, geographical analysis, time analysis, customer segmentation, and gender analysis.

Data Exploration

The dataset contained information about customer orders, including....

- Product categories
- Order dates
- Regions
- Payment methods
- Order quantities. etc.

It covered a span of years, enabling us to examine trends over time.

STERLING E-COMMERCE DASHBOARD

Region

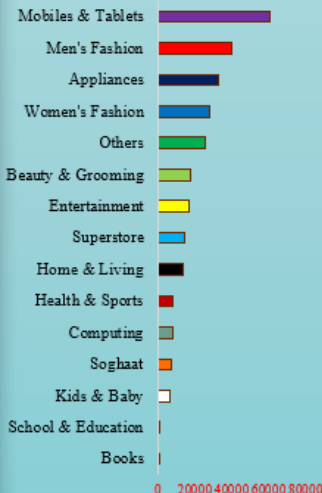
Midwest

Northeast

South

West

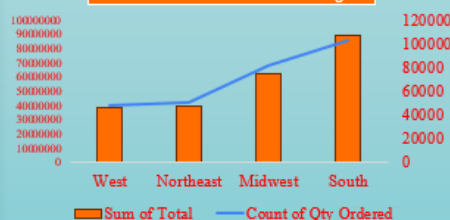
Most Popular Product category



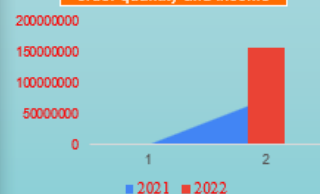
Highest quantity ordered



Generated Revenue Per Region



Yearly market trend based on order quantity and income



Total Customers

283083

Total Income

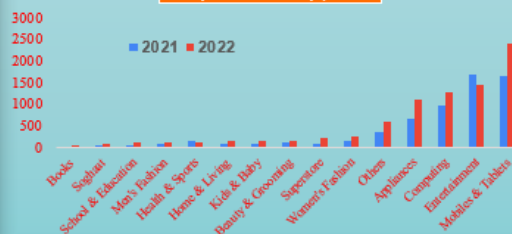
\$231,061,038

Paym...

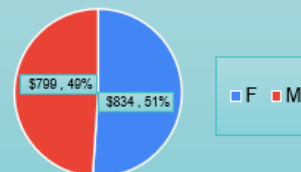
Easy pay

Easy pay...

Yearly sales trend by product



Average money spent by genders



Most used payment method



Categ...

Appliances

Beauty & ...

Books

Computing

Entertain...

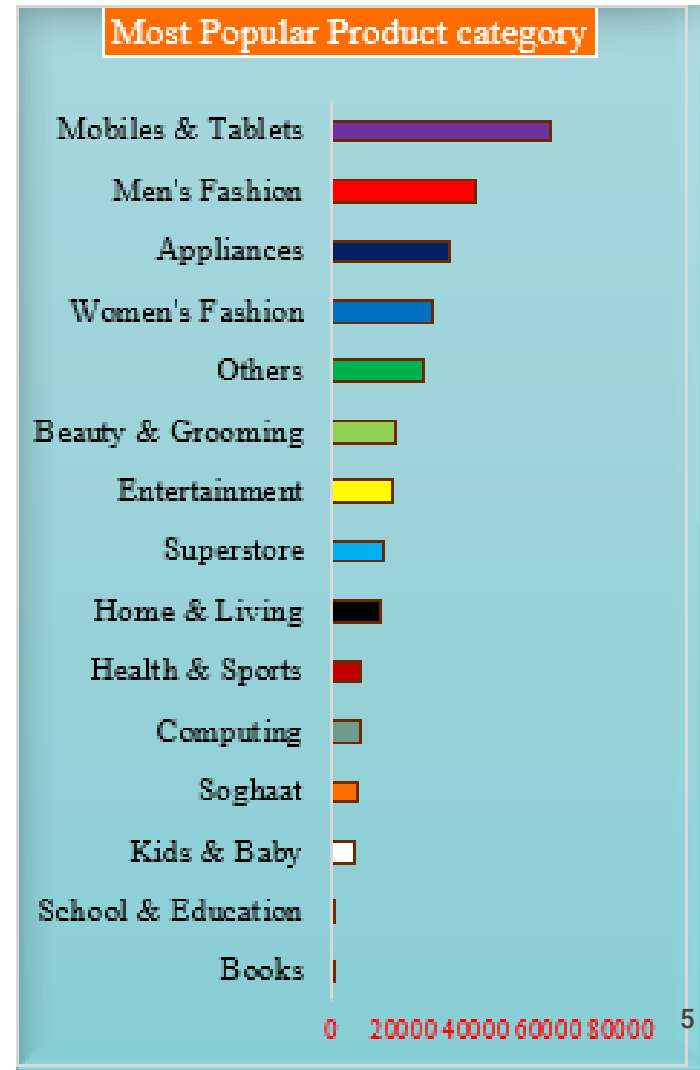
Highest paying customer

ID	Amount \$	customer ID
101,263		191730323

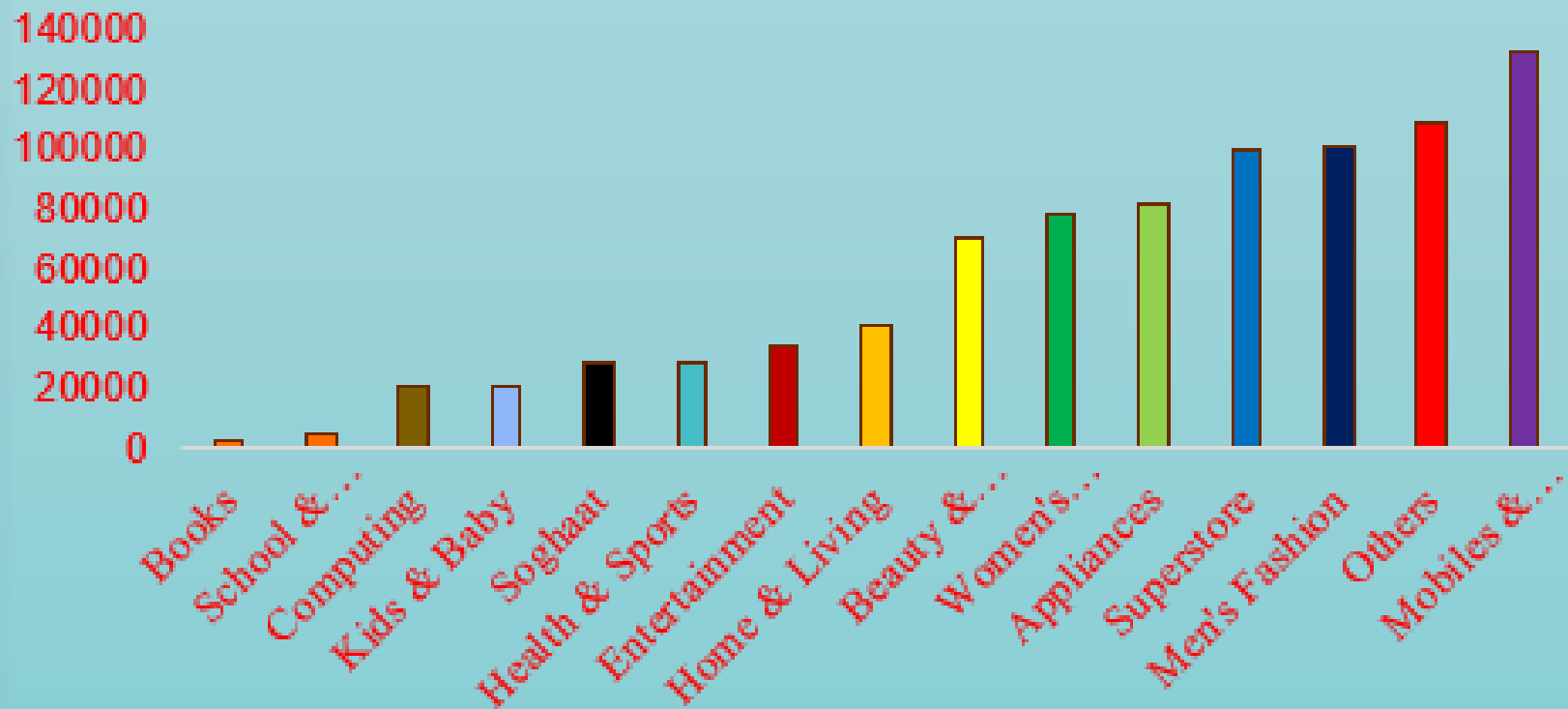
1st Insight Gained

Product Analysis

- We began by identifying the most popular product categories, finding that **"Mobiles & Tablets"** stood out as the most popular category.
- Furthermore, **"Mobiles & Tablets"** also recorded the highest quantity ordered, reflecting its strong demand.



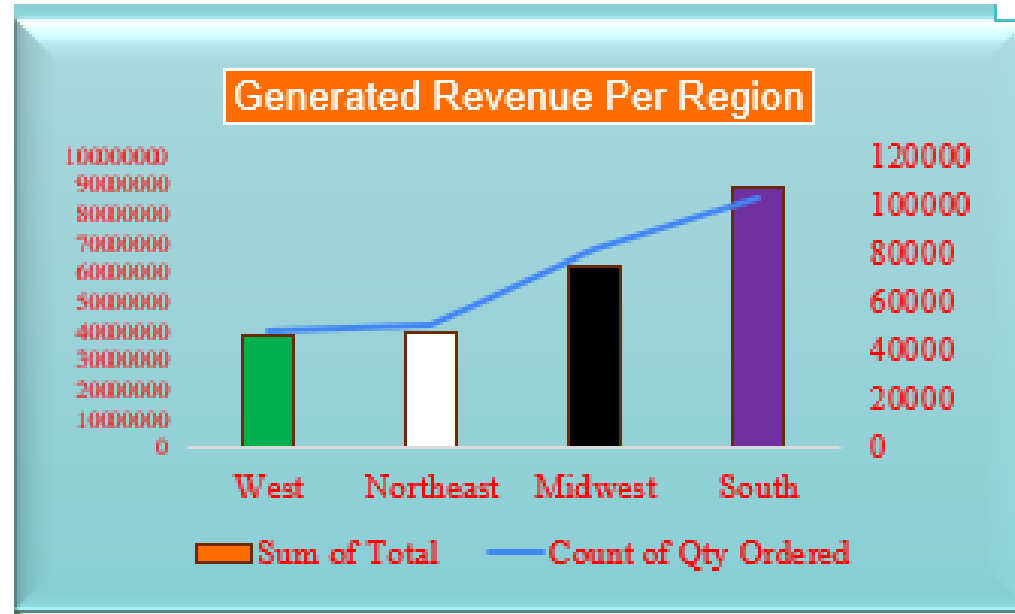
Highest quantity ordered



2nd Insight Gained

Geographical Analysis

- Analyzing geographical trends, we discovered that the South region generated the highest revenue and order quantity.
- This regional trend provides valuable insights for targeted marketing and expansion strategies

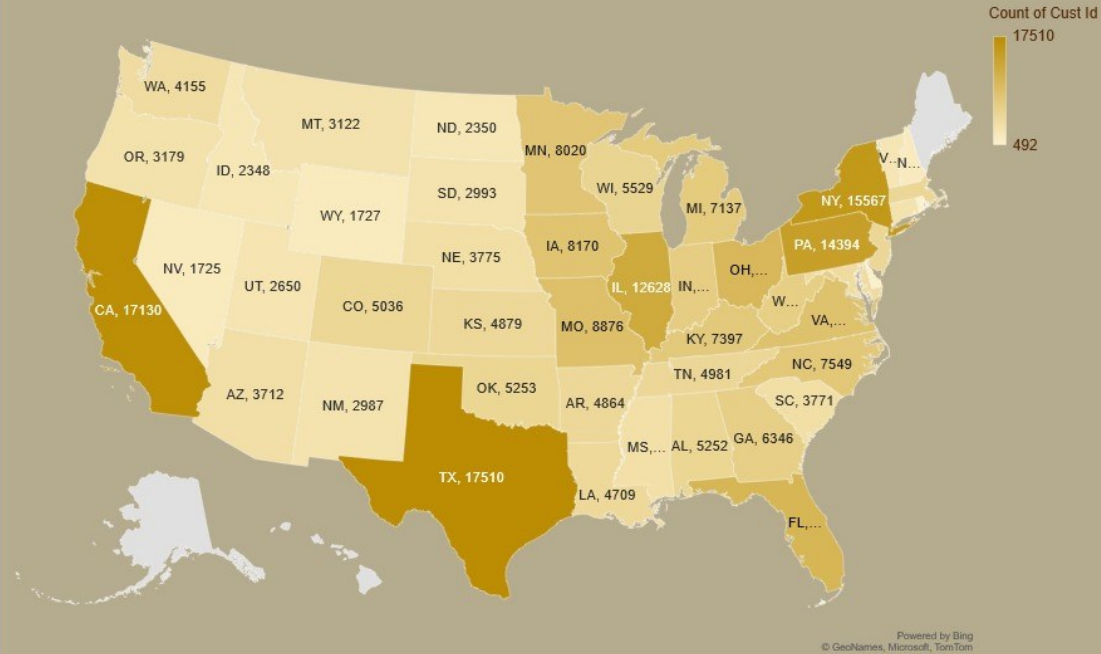


STERLIN E-COMMERCE BUSINESS IMPROVEMENT INSIGHTS

Average Product Category sales by Region



Customers distribution across States



3rd Insight Gained

Time Analysis

- Studying time-related trends, we observed an improvement in market trends in 2022 compared to the previous year.
- We also identified consistent customers and a rising customer base



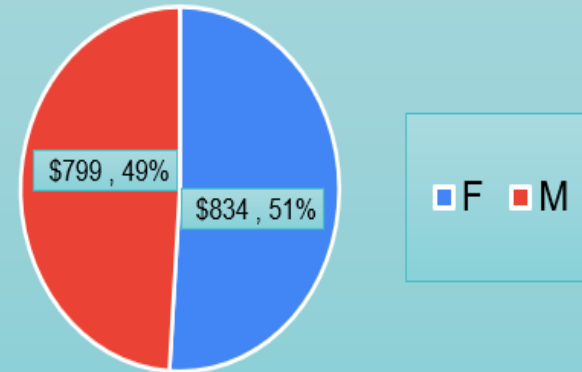
4th Insight Gained

Customer Segmentation/Behavior analysis

- Customer segmentation based on order history, location, and spending patterns revealed distinctive groups that could be targeted with personalized marketing strategies
- We found that **females** spent more per order, with an **average of \$834**, compared to **males** who spent **\$799**. This is despite males placing more orders, indicating a potential opportunity to encourage higher spending among male customers

Highest paying customer		
State	Amount \$	customer ID
SD	101,263	191730323

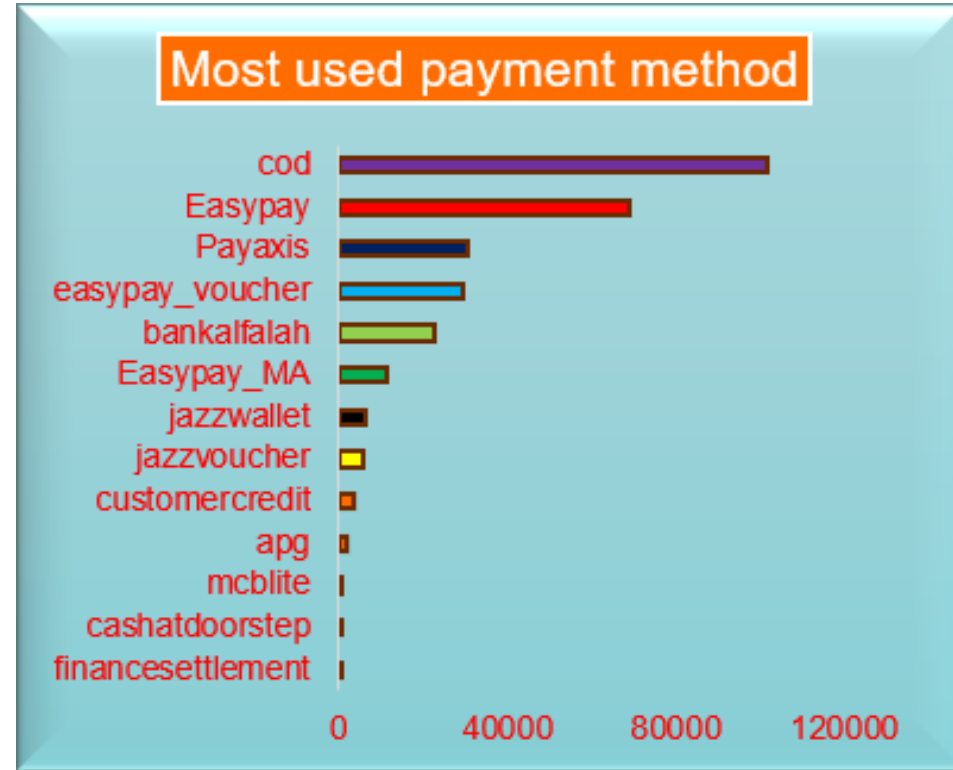
Average money spent by genders



5th Insight Gained

Most used payment method

Cash on Delivery (COD) was the most used payment method.



Findings

Based on our analysis, the following findings emerged:

- ❖ Mobiles & Tablets were the most popular category and recorded the highest quantity ordered.
- ❖ The South region led in terms of revenue and order quantity.
- ❖ Market trends improved in 2022.
- ❖ Females spend more per order, but males make more orders.
- ❖ Cash on Delivery (COD) was the most used payment method.
- ❖ The store's total generated income was \$231,061,038.
- ❖ The store served a total of 283,083 customers.
- ❖ The highest paying customer had the ID number 191730323 and spent \$101,263.

Recommendations

Recommendation 1

Expand audience

***Focus on the South region to maximize revenue and expand the customer base further.**

Recommendation 2

Product Improvements

***Capitalize on the popularity of "Mobiles & Tablets" by introducing related products or exclusive offers.**

Recommendation 3

Increase market trends

***Leverage the improving market trends in 2022 to boost sales through targeted promotions.**

Recommendation 4

***Encourage males to spend more by offering tailored discounts or incentives.**

Recommendation 5

Improve Payment Method

Enhance the COD payment process and explore offering alternative payment methods to attract a wider customer base

Conclusion

The Sterling E-Commerce Online Super Store dataset analysis has provided valuable insights into

- product preferences
- customer behavior, and
- regional trends.

These insights can guide strategic decisions, enabling the store to

- ★ enhance customer engagement
- ★ optimize product offerings, and
- ★ increase revenue.

By acting on the findings and recommendations, the store is well-positioned to achieve sustainable growth and success in the highly competitive e-commerce landscape.

The team Members



Team Member
Abiye Ateke

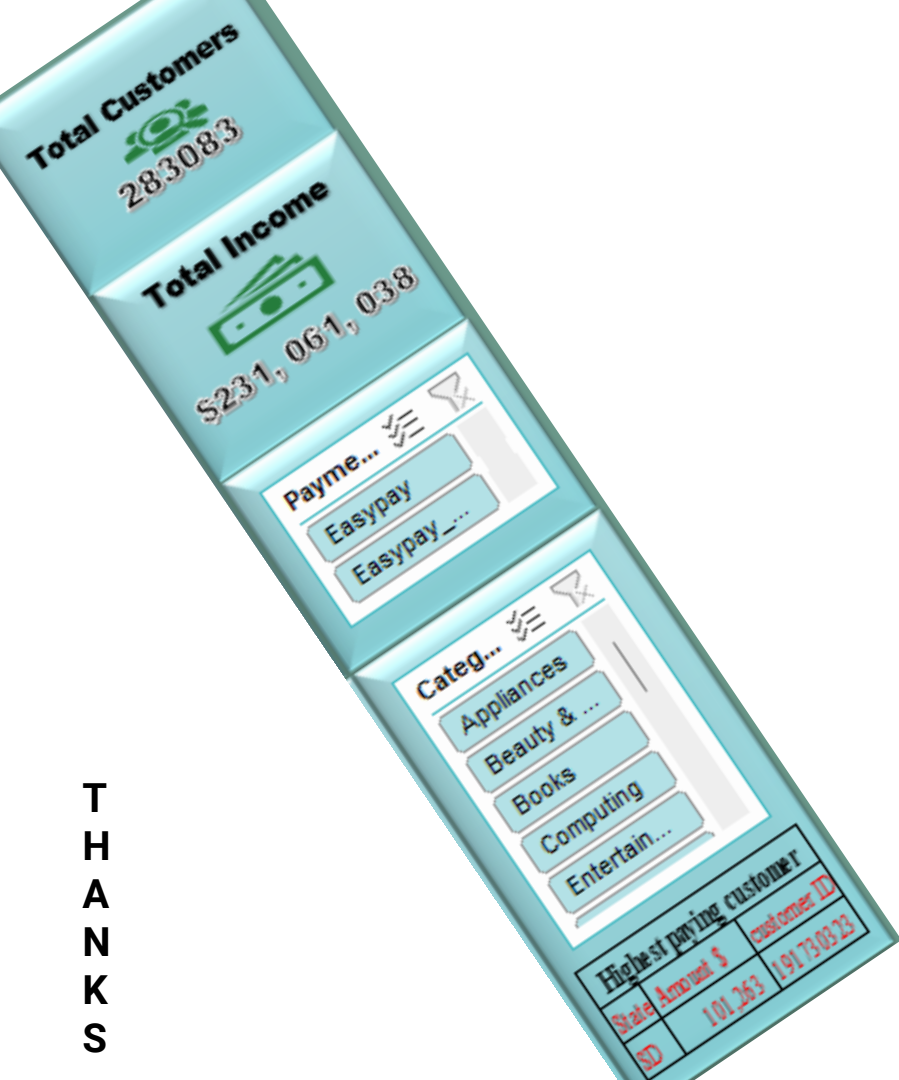
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