

- *Insights into Sales Trends, Promotions, and Customer Behavior* ●



Analyzing E-Commerce Sales Performance



BY ELIF SURUCU | 01.02.2025 ●

Project Objective

- *Analyze e-commerce sales data to identify seasonal trends, product performance, and customer behavior.*
- *Support businesses in optimizing marketing strategies and improving revenue.*



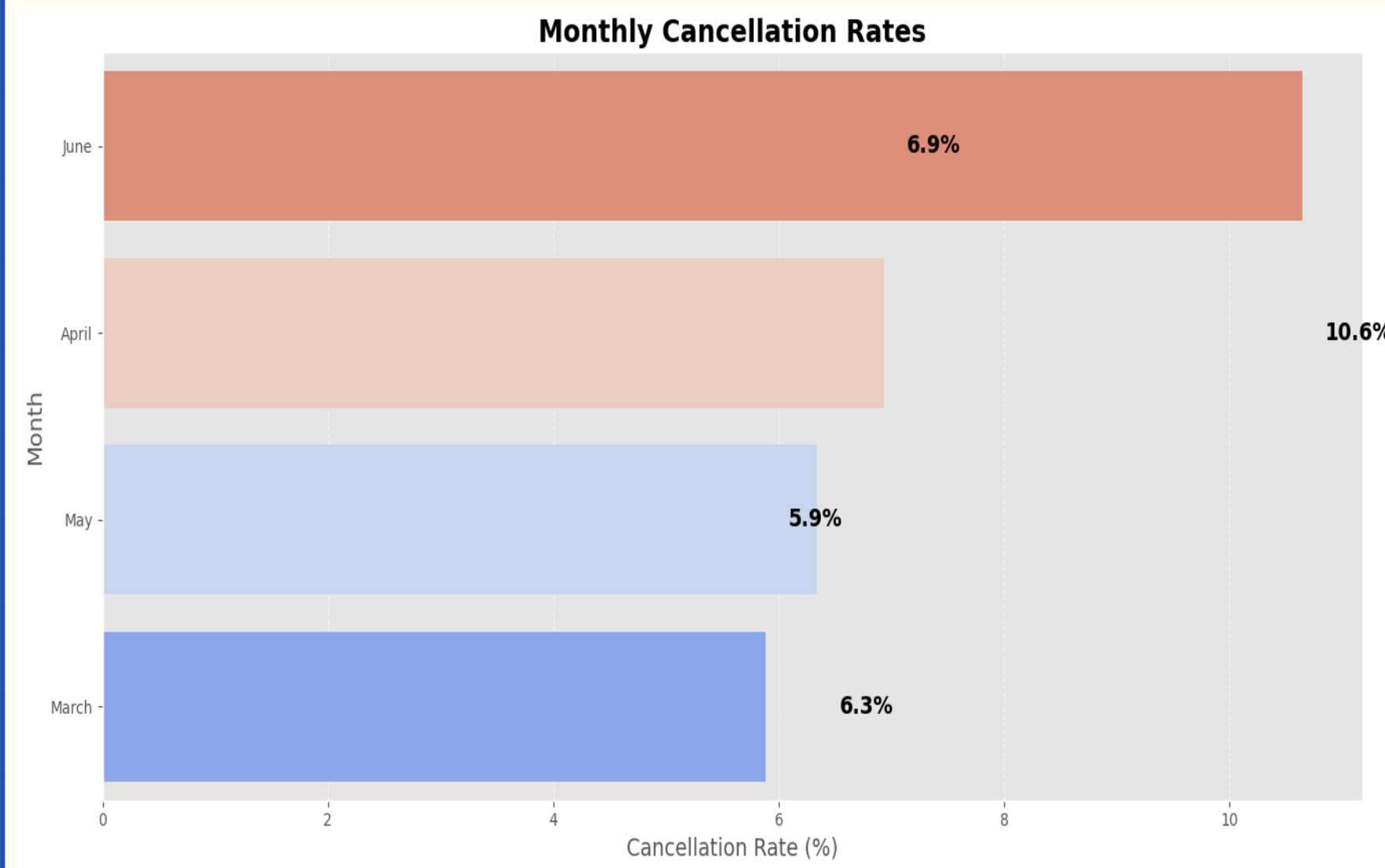


Key Insights Summary

- *Cancellation rates vary significantly by month and state.*
- *Promoted products generate higher average revenue.*
- *Sales peak during weekends and specific seasons.*
- *Product categories differ in revenue performance.*



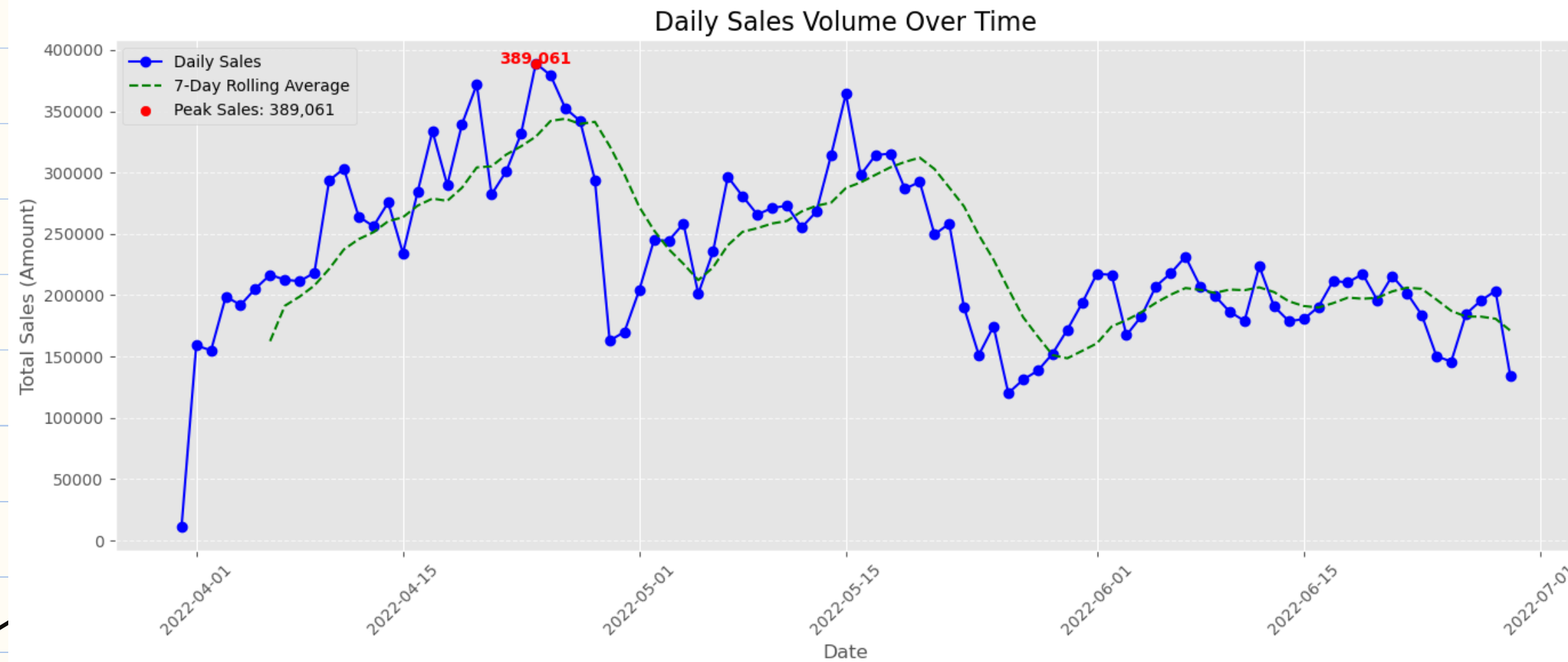
Monthly Cancellation Rates



The chart shows cancellation rates as a percentage in different months. This data can be used in seasonal planning and strategizing to reduce cancellation rates in the future.

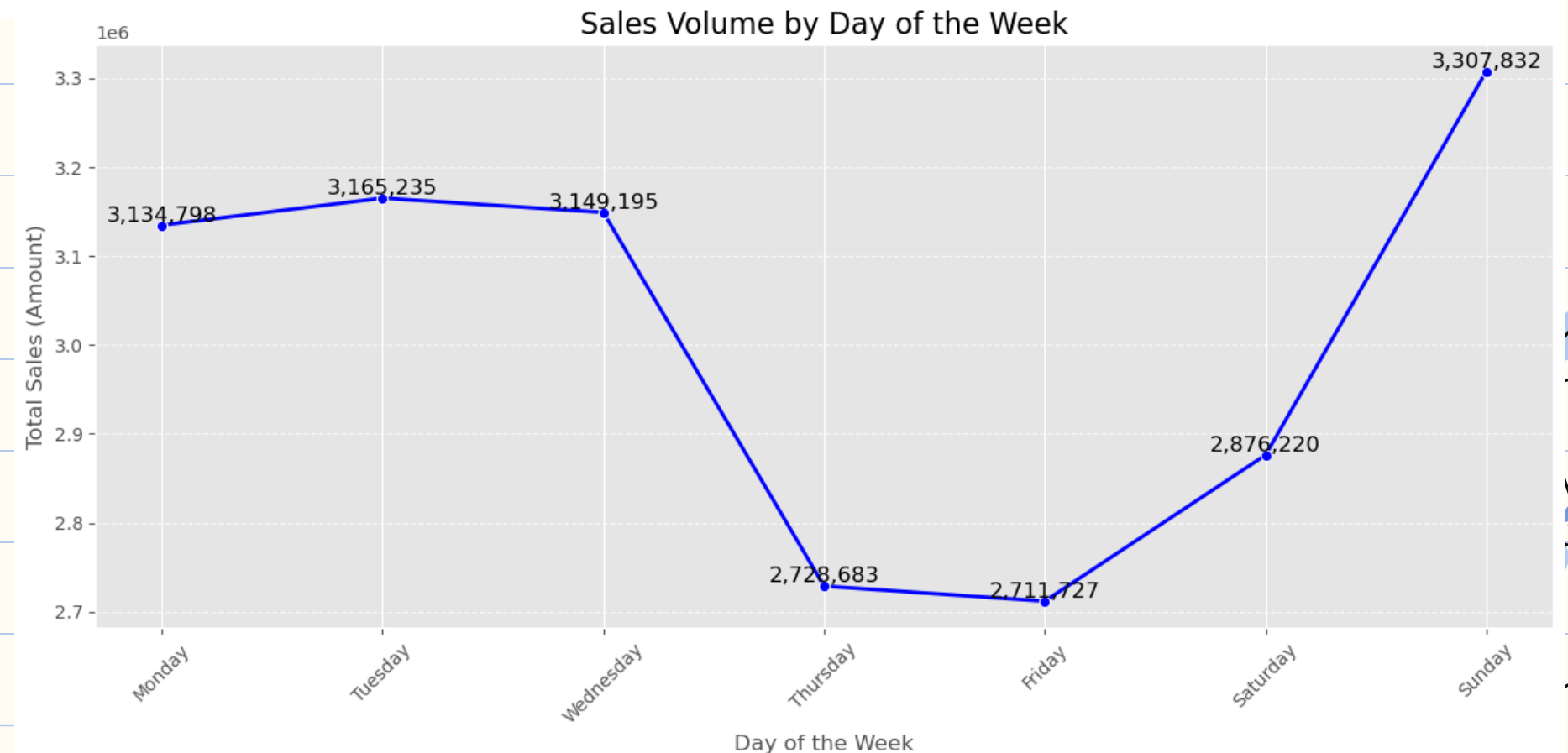


• Daily Sales Analysis

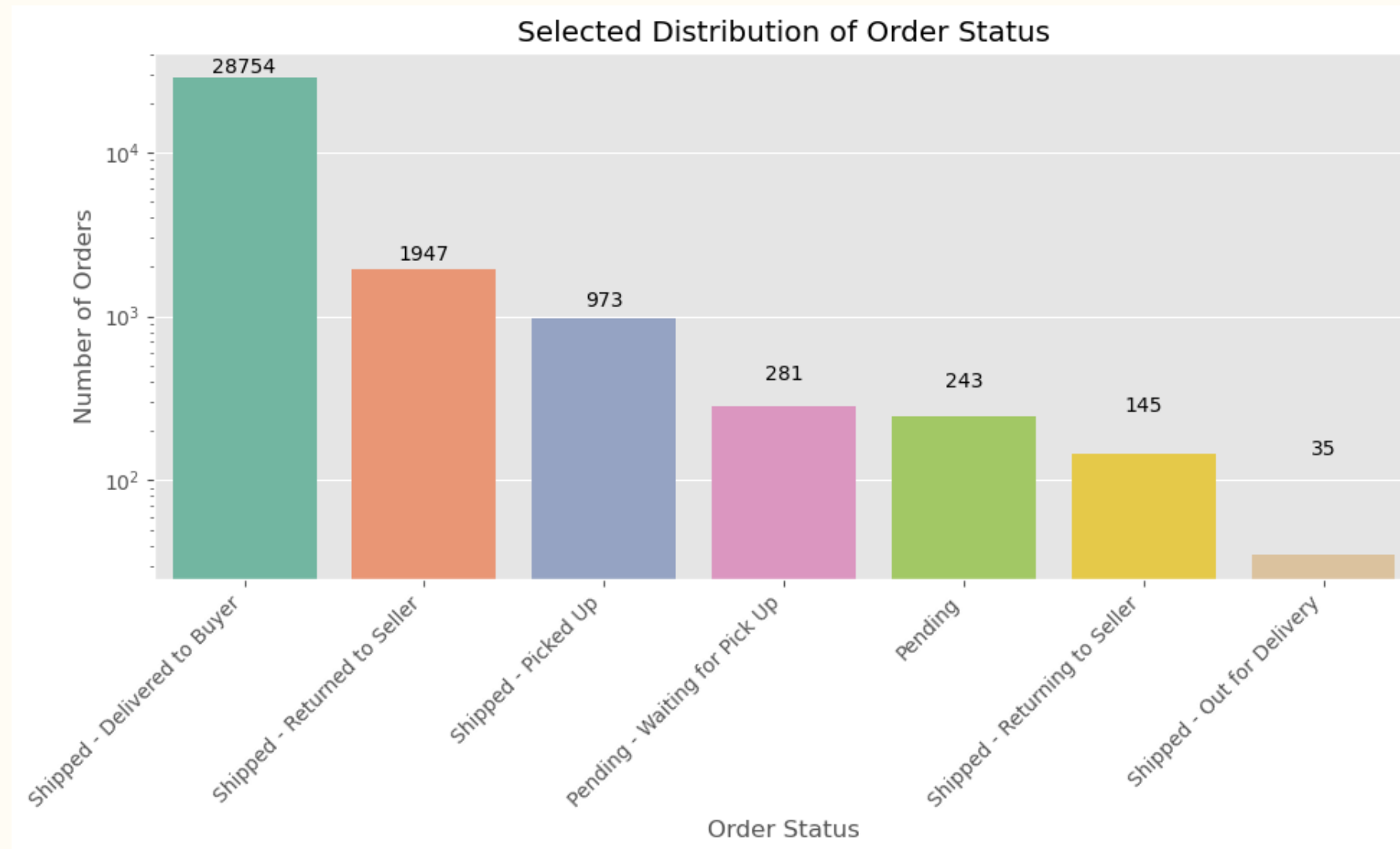


- The line graph highlights daily sales trends with significant fluctuations.
- The highest single-day sales reached 389,061 units, as marked in red.
- A 7-day rolling average smoothens these fluctuations, showcasing general growth during the early period, followed by a stabilization.

- Sales peak on Sundays with 3,307,832 units, indicating higher consumer activity during weekends.
- Fridays exhibit the lowest sales at 2,711,727 units, suggesting a potential opportunity for marketing strategies.

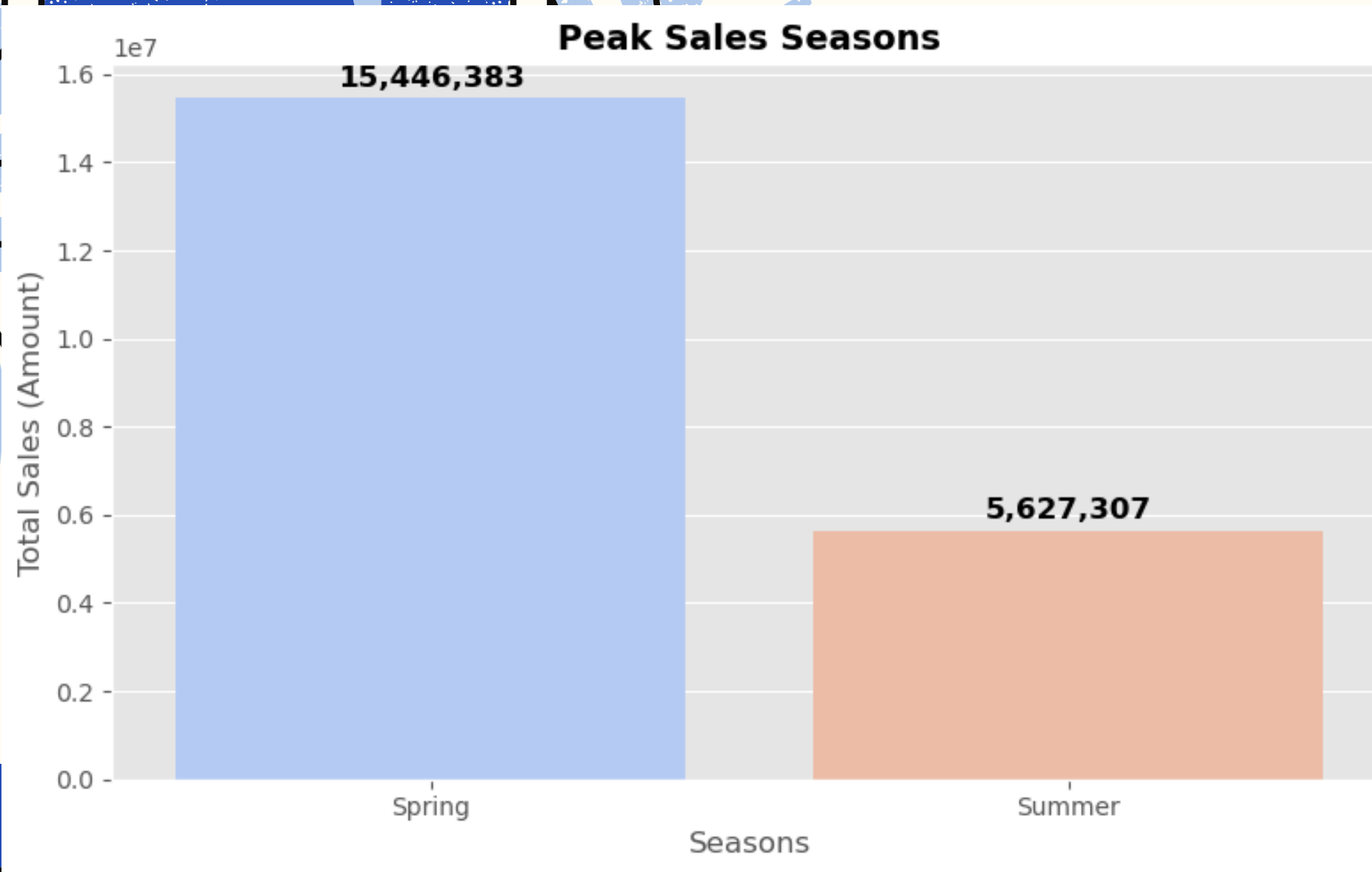


Order Completion and Returns



- The majority of orders (28,754) fall under "Shipped - Delivered to Buyer," indicating a high order completion rate.
- A significant portion of orders (1,947) was "Shipped - Returned to Seller," reflecting potential issues with returns or customer dissatisfaction.



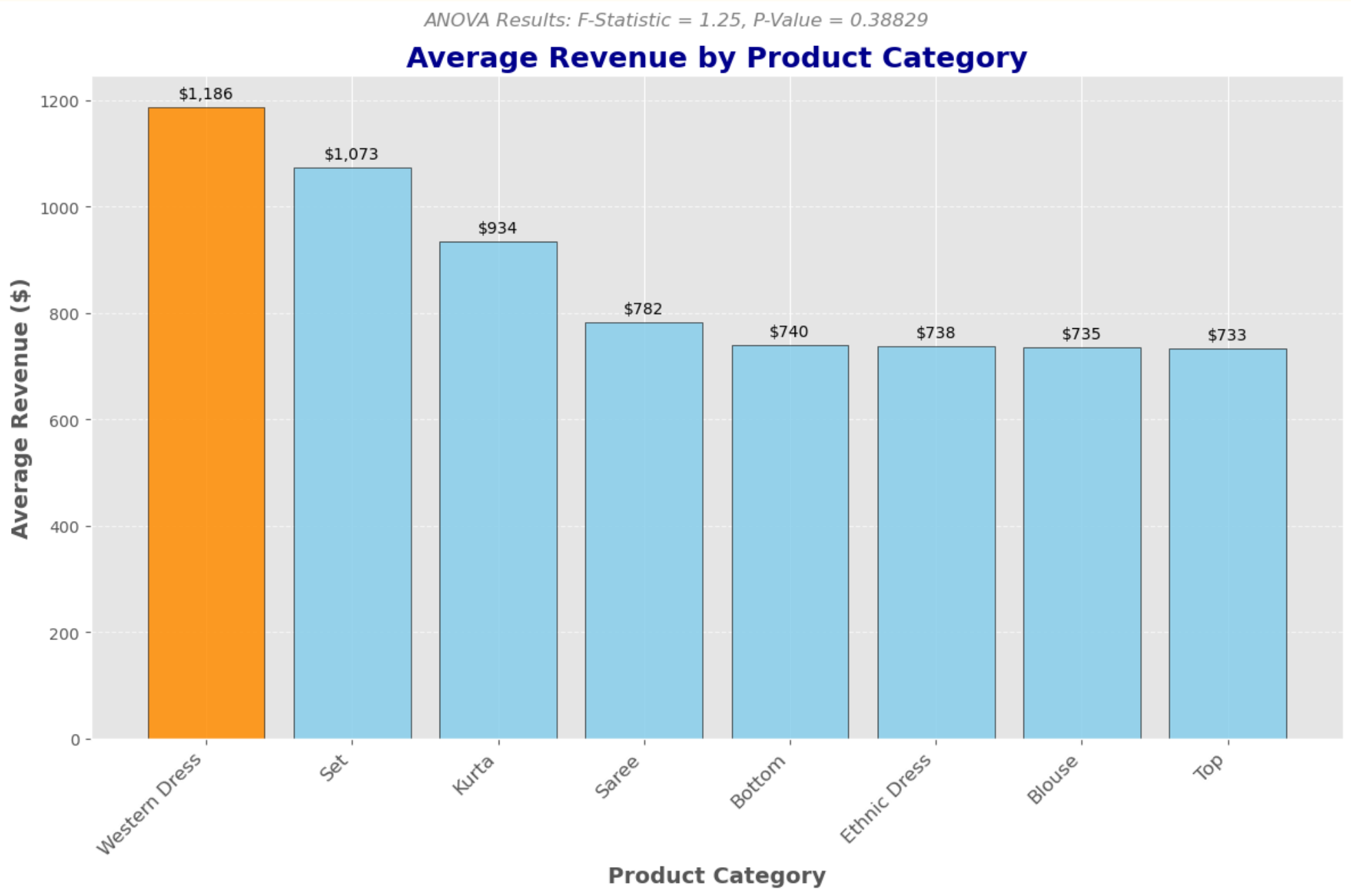


Seasonal Sales Trends

This slide emphasizes how seasonal patterns influence sales, allowing businesses to tailor their strategies effectively for maximum profit.

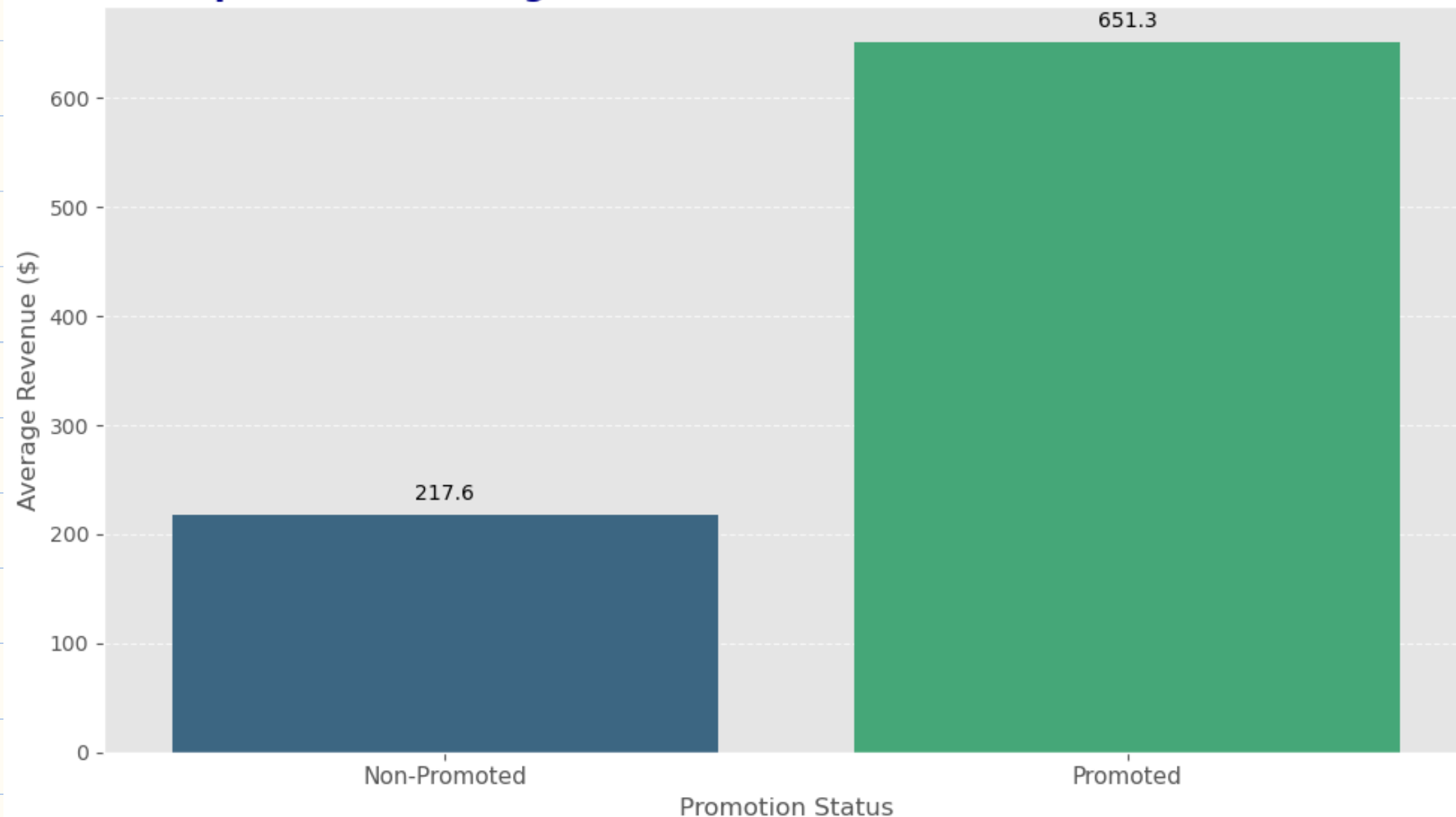
Product Category Performance

- *Western Dress* leads with the highest average revenue of **\$1,186** per sale, outperforming all other categories.
- This highlights its popularity and profitability, making it a key focus area for marketing and inventory.



Impact of Promotions on Revenue

Comparison of Average Revenue: Promoted vs. Non-Promoted Orders



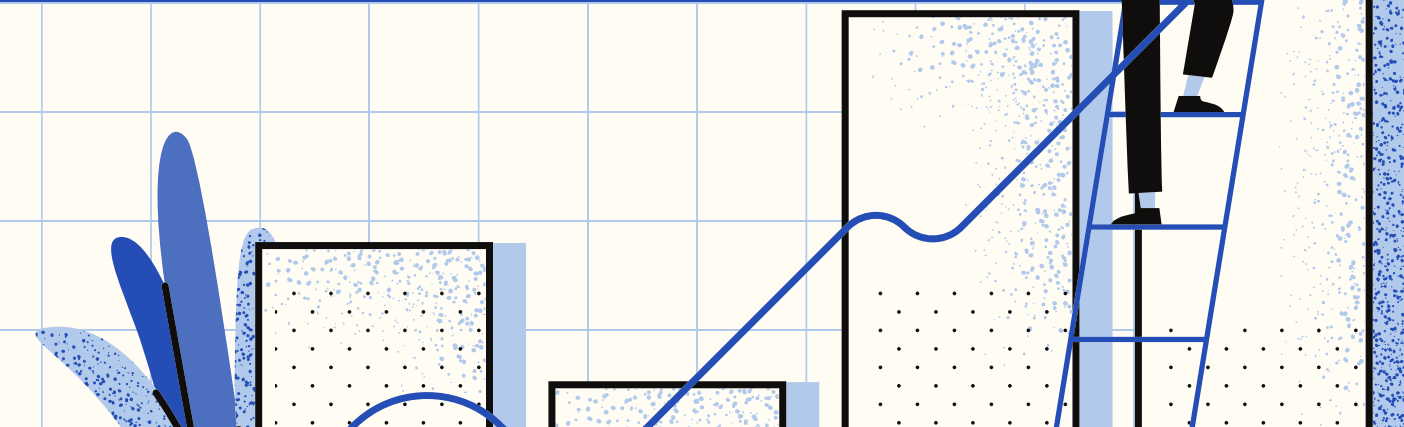
Key Insights:

Promotions Drive Revenue:

- Promoted orders generate nearly **three times** the revenue (\$651.3) compared to non-promoted ones (\$217.6).
- This highlights the effectiveness of targeted promotional campaigns in boosting sales.

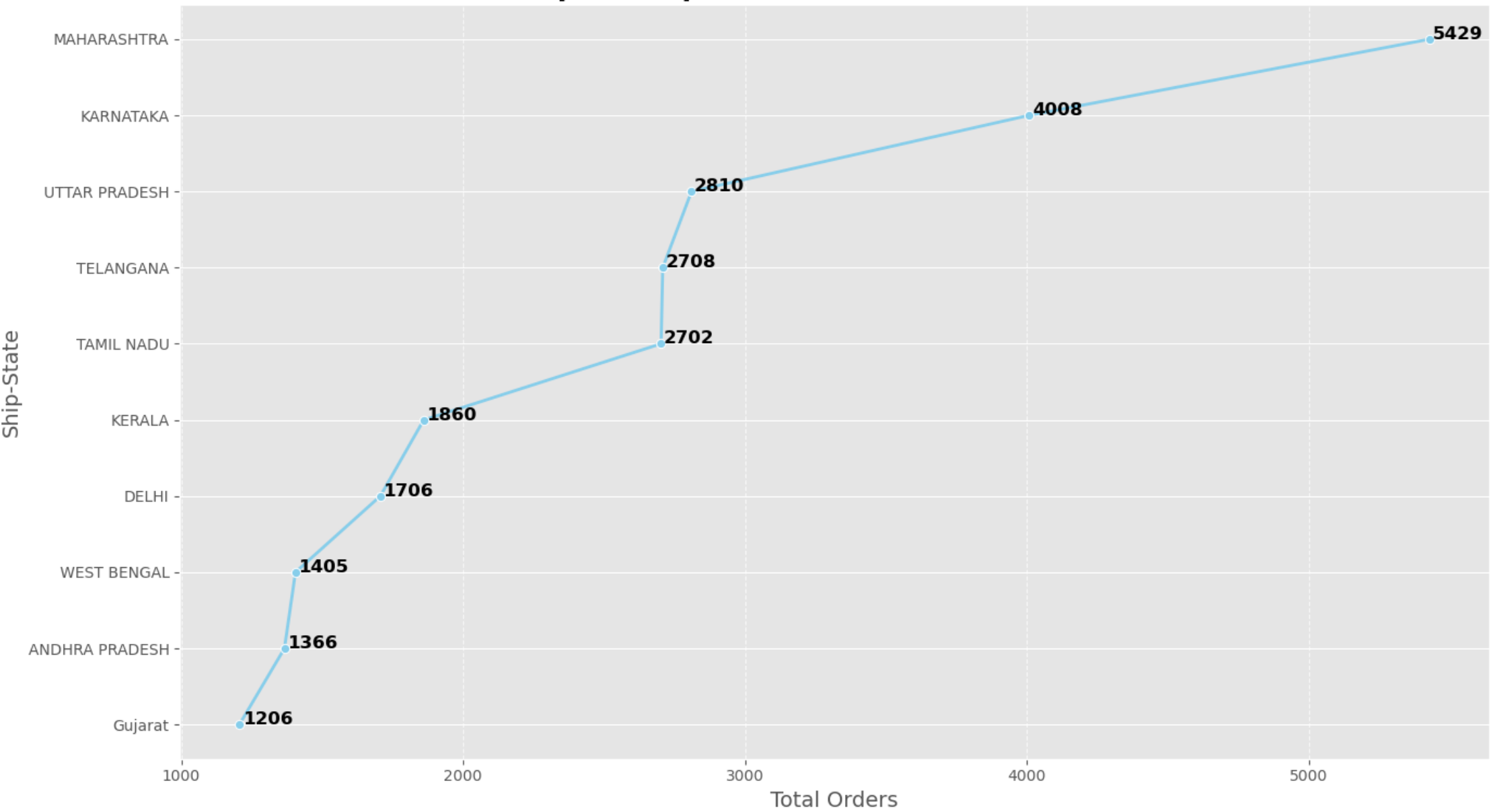
Strategies to Leverage Promotions:

- Increase the frequency and reach of campaigns for maximum impact.
- Use promotions to boost sales in low-performing product categories.



• Sales by State

Top 10 Ship-States with the Most Orders



Top Performing States

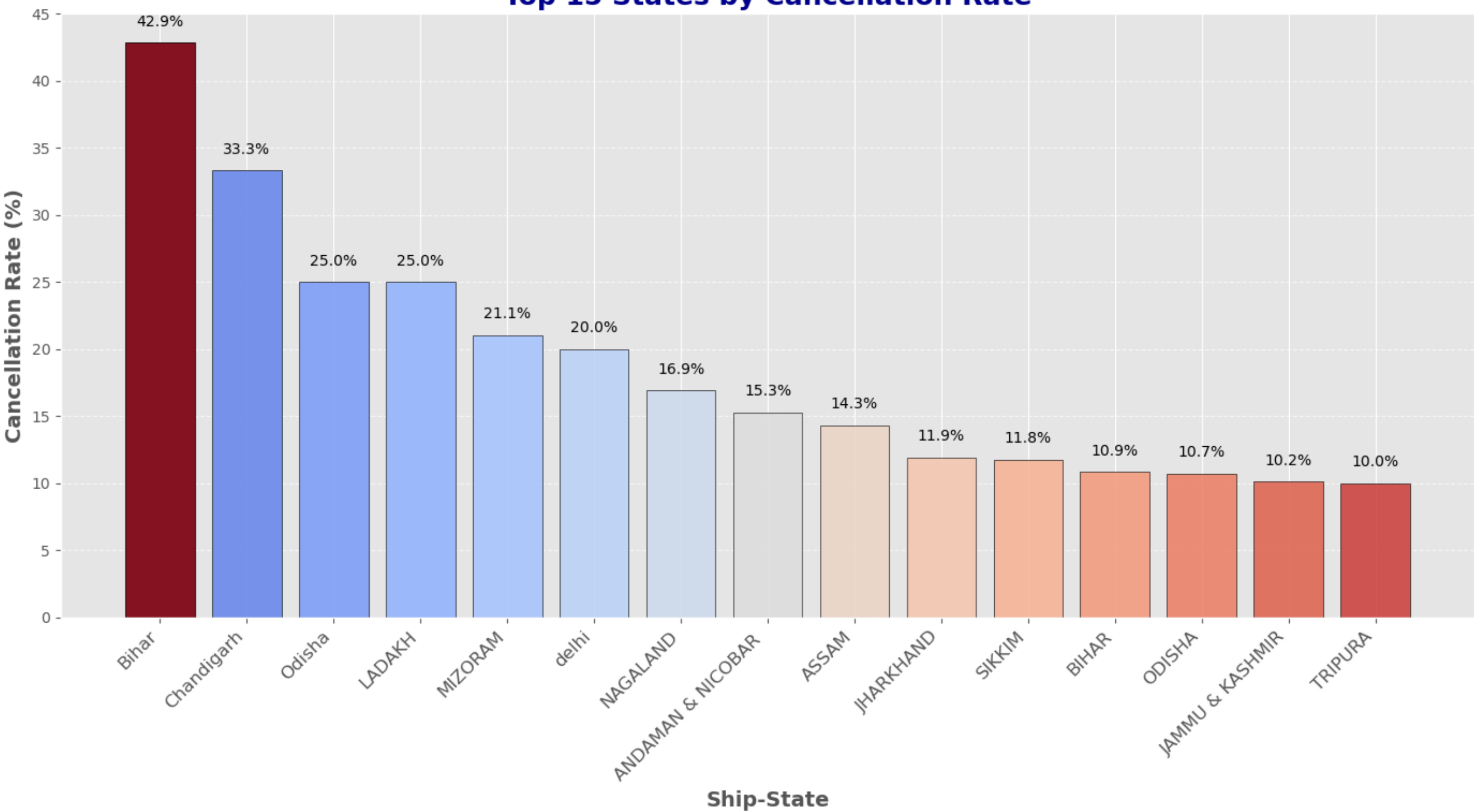
These states significantly contribute to overall sales, highlighting key markets to focus marketing and inventory strategies.



• Cancellation Rate by State

The highest cancellation rates are concentrated in certain regions, with the top one exceeding 40%, followed by others around 30% and 25%. In contrast, regions with lower rates, around 10%, could serve as benchmarks to identify effective practices for reducing cancellations.

Top 15 States by Cancellation Rate





Conclusions

Seasonal sales and promotions are critical to maximizing revenue

Cancellation rates need targeted interventions in specific months and states.

Focused investments in high-performing product categories will yield higher returns.

Next Steps

Implement state-specific strategies to reduce cancellations.

Expand promotional activities for underperforming categories.

Optimize supply chain for peak seasons.



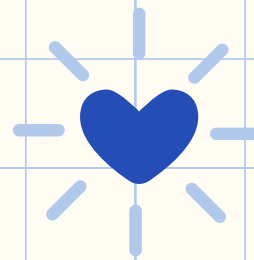
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THANK YOU