

PROJECT TITLE:

E-commerce Analytics: Understanding Pakistani Market

I assessed a rich dataset containing detailed information about e-commerce orders in Pakistan. I leveraged my analytical knowledge of descriptive statistics and inferential statistics using spreadsheets to uncover insights about the e-commerce market in Pakistan.

Key findings

1. Based on visualizations of the distribution of prices, quantities and grand total, the products mostly purchased are between the price range of 1-10000.
2. Beauty& grooming and Soghaat are the most popular product category based on counts of quantity ordered which are 300 and 290 respectively.
3. The most used payment method is Cash on Delivery (COD) based on the counts of the grand total.
4. Using ANOVA, the P value (0.00207) is less than 0.05 which shows that there is a significant effect of the payment method on grand total.
5. There is no significant relationship between payment and order status as the Chi square test shows that the P value (0.949) is greater than 0.05.

Recommendations

- To sensitize the Pakistanis about the benefits of utilizing payment methods other than Cash on Delivery (COD).
- Additionally, can also give discounts for selecting payment methods other than Cash on Delivery (COD).
- Doing more marketing campaigns on social media to create awareness of the less popular product category.