JUMIA PRODUCT ANALYSIS:

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OVERVIEW:

Jumia is one of Africa's leading e-commerce platforms, offering a wide variety of products including electronics, fashion, household items, and more. Operating across several African countries, Jumia connects buyers with sellers and provides services such as logistics and payment solutions.

The purpose of this analysis is to gain insights into product performance on the Jumia platform. Specifically, the dashboard evaluates how product ratings, discounts, and customer reviews correlate with sales outcomes. By examining these factors, the analysis aims to identify what drives customer engagement and purchasing decisions, helping stakeholders make informed decisions about pricing strategies, product promotion, and customer experience optimization.

DATA CLEANING PROCESS

To prepare the dataset for meaningful analysis, the following data preprocessing steps were followed:

a. Duplicate Removal

- Ensured that each product was uniquely represented to avoid inflated metrics.

b. Missing Value Treatment

- Products with no ratings were labeled as "No rating".

- Products without reviews were counted as having zero reviews.

- Discount values were cross-checked and filled where reasonable or omitted if unreliable.

c. Data Type Corrections

- Standardized data formats for numeric fields like rating scores, review counts, and discounts.

- Ratings were validated to fall within the expected range (1.0 to 5.0).

d. Categorical Grouping

- Ratings were grouped into categories: "Excellent", "Average", and "Poor".

- Discounts were segmented into "High Discount", "Medium Discount", and "Low Discount" bands for comparative analysis.

DASHBOARD EXCEL LINK

HTTPS://GITHUB.COM/EVALYNTHEANALYST/JUMIA-PRODUCT-SALES.GIT

JUMIA PRODUCT ANALYSIS

FILTER

Product_ratings
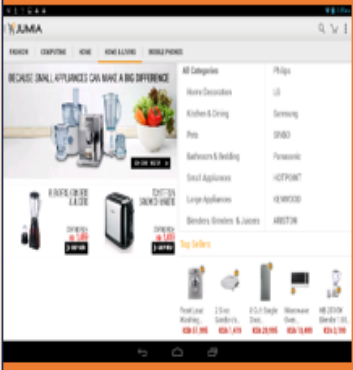
- Average
- Excellent
- Poor

Discount_percentage

- High Discount
- Low Discount
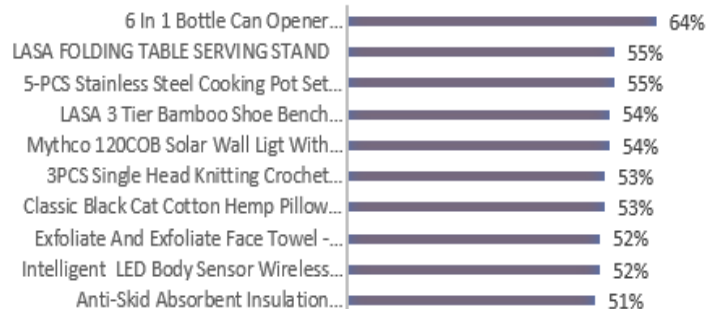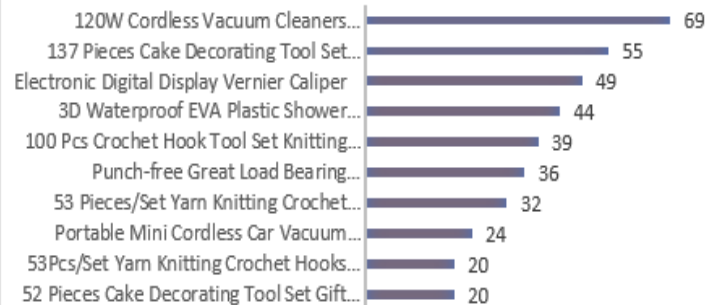- Medium Discount

Total Products
116

Average Discount
37%

Total Reviews
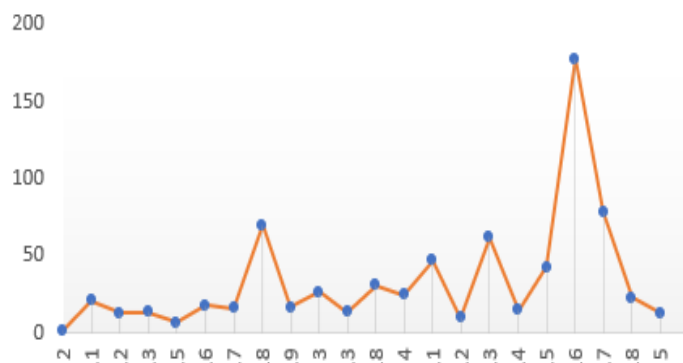723

TOP 10 PRODUCTS BY DISCOUNT

Product	Discount
6 In 1 Bottle Can Opener...	64%
LASA FOLDING TABLE SERVING STAND	55%
5-PCS Stainless Steel Cooking Pot Set...	55%
LASA 3 Tier Bamboo Shoe Bench...	54%
Mythco 120COB Solar Wall Ligt With...	54%
3PCS Single Head Knitting Crochet...	53%
Classic Black Cat Cotton Hemp Pillow...	53%
Exfoliate And Exfoliate Face Towel -...	52%
Intelligent LED Body Sensor Wireless...	52%
Anti-Skid Absorbent Insulation...	51%

TOP 10 PRODUCTS BY REVIEWS

Product	Reviews
120W Cordless Vacuum Cleaners...	69
137 Pieces Cake Decorating Tool Set...	55
Electronic Digital Display Vernier Caliper	49
3D Waterproof EVA Plastic Shower...	44
100 Pcs Crochet Hook Tool Set Knitting...	39
Punch-free Great Load Bearing...	36
53 Pieces/Set Yarn Knitting Crochet...	32
Portable Mini Cordless Car Vacuum...	24
53Pcs/Set Yarn Knitting Crochet Hooks...	20
52 Pieces Cake Decorating Tool Set Gift...	20

TOTAL SALES BY DISCOUNT

- Medium Discount 35%
- High Discount 59%
- Low Discount 6%

RATING VS REVIEWS

REVIEWS BY PERCENTAGE DISCOUNT

TOTAL SALES BY RATINGS

- Poor 8%
- Average 6%
- Excellent 42%
- No rating 44%
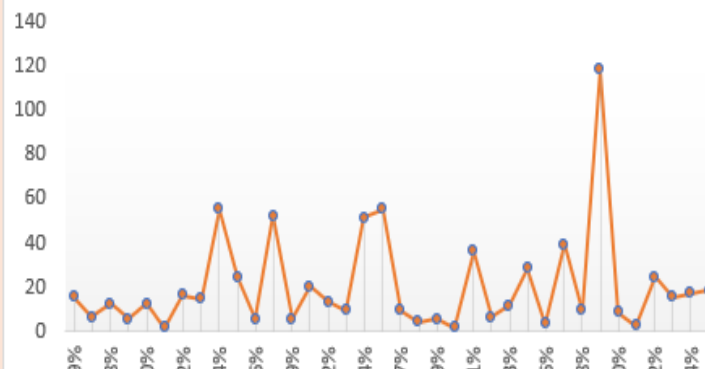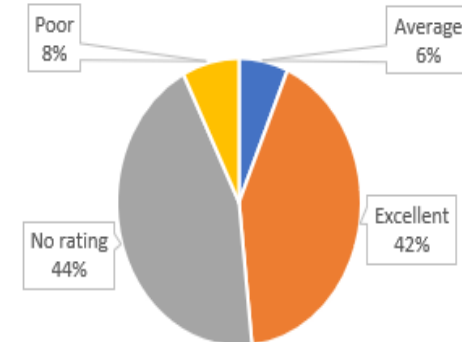
KEY PERFORMANCE INDICATORS (KPIS)

➢ **Total Products:** 116

➢ **Total Reviews:** 723

➢ **Average Discount Across Products:** 37%

➢ **Total Revenue :** 132,752

4. KEY FINDINGS

a. Top 10 Products by Discount

• *"6 in 1 Bottle Can Opener"* tops the list with a 64% discount.

• Other top discounted products also show 50%+ markdowns, indicating aggressive discounting in certain categories.

b. Top 10 Products by Reviews

• *"120W Cordless Vacuum Cleaner"* is the most reviewed with 69 reviews.

• Other products in home tools and accessories follow closely, indicating higher user engagement in practical household items.

.Total Sales by Discount
•**High Discount products contribute 59**% of total sales.
•Medium discounts account for 35%, and low discounts only 6%, underscoring the importance of offering deeper discounts to drive volume.

d. Total Sales by Ratings
•**Excellent Rated Products:** 42% of total sales
•**No Rating Products:** Surprisingly high at 44%, suggesting newer or under-reviewed products can still sell well.
•**Average and Poor Ratings:** 6% and 8%, respectively.

e. Rating vs. Reviews Trend
•A strong peak in customer reviews is observed around a **4.5 rating**, indicating higher engagement for high-quality products.

f. Reviews by Percentage Discount
•The number of reviews spikes significantly at the **48% discount mark**, indicating an optimal discount threshold for attracting reviews.

RECOMMENDATIONS

- **Strategically Apply High Discounts:** Since high discounts significantly influence sales, apply them during key campaigns to maximize reach.

- **Promote Excellent Rated Products:** High-rated products convert better; ensure these are visible through ads, homepage features, and email promotions.

- **Engage Customers to Review:** Products with "No Ratings" still sell, but reviews build trust—consider follow-up emails or incentives.

- **Monitor New Products:** Given their sales performance, new or unrated products should be supported with visibility and introductory offers.

CONCLUSION

The Jumia product performance dashboard reveals a strong link between discounts, customer ratings, and sales. While high discounts drive purchases, excellent product ratings play a major role in influencing buyer trust and review activity. These insights provide valuable guidance for marketing, and customer engagement strategies on e-commerce platforms.