



# eCommerce Data Analytics

# Analysis Objective

- Explore best-selling categories and brands
- Investigate the funneling ratios of different categories and brands
- Analyze customer behavior patterns over time



# Data Problems

# Data Problems

- Construction.tools.light brands:
  - Samsung
  - Apple
  - Xiaomi
  - Oppo
  - Meizu
- Best-selling category?
- 99% of category brands are smartphone brands



# Data Problems

Day	January Purchases
01	3574
02	0
03	24377



# Data Problems

Day	January Purchases
19	34089
20	22
21	29
22	40618

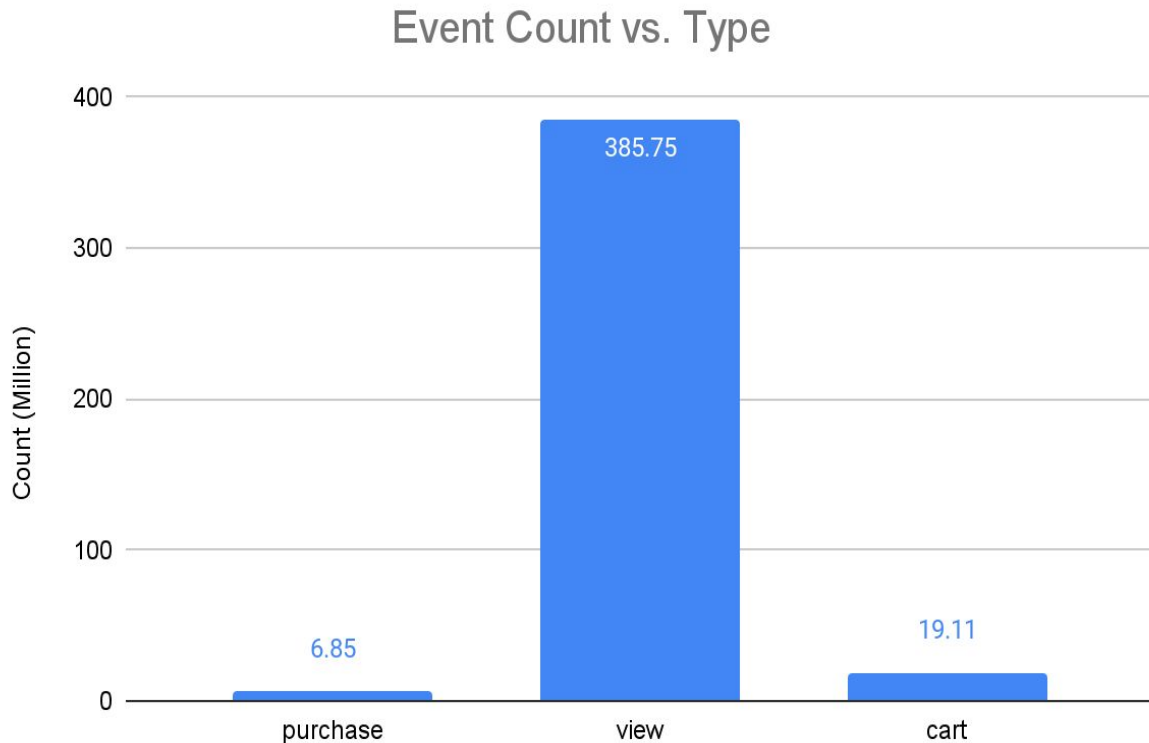


# Customer Behavior

# Events Pattern

Purchases events make 1.8% of view events.

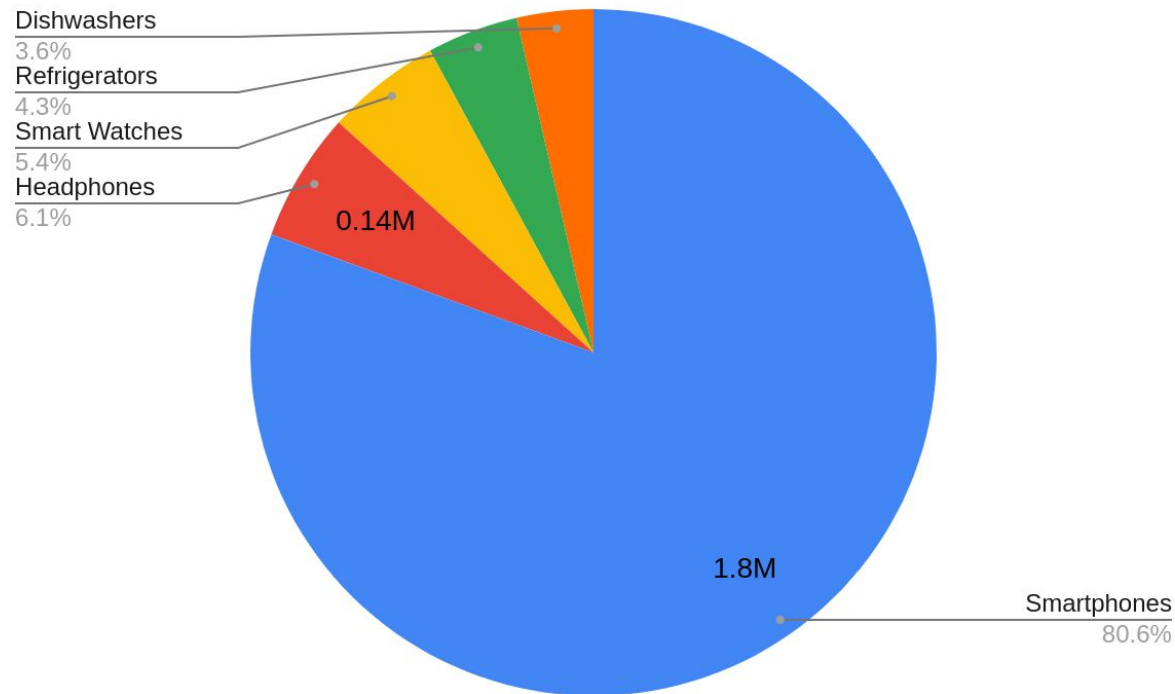
Purchases events make 36% of cart events.





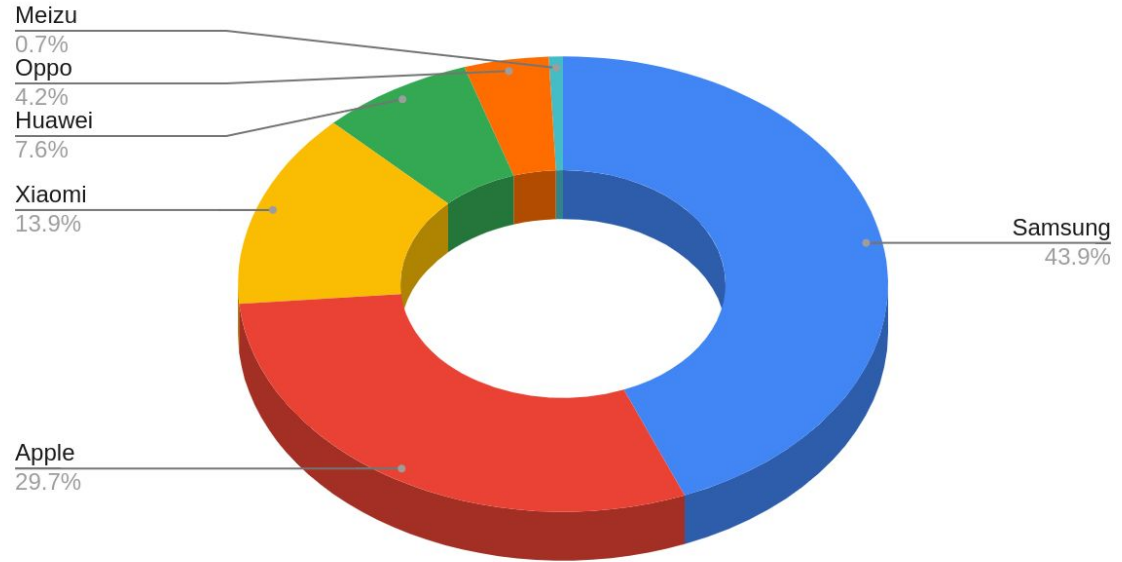
# Best-Selling Categories

Smartphones dominate!



# Best-Selling Smartphones

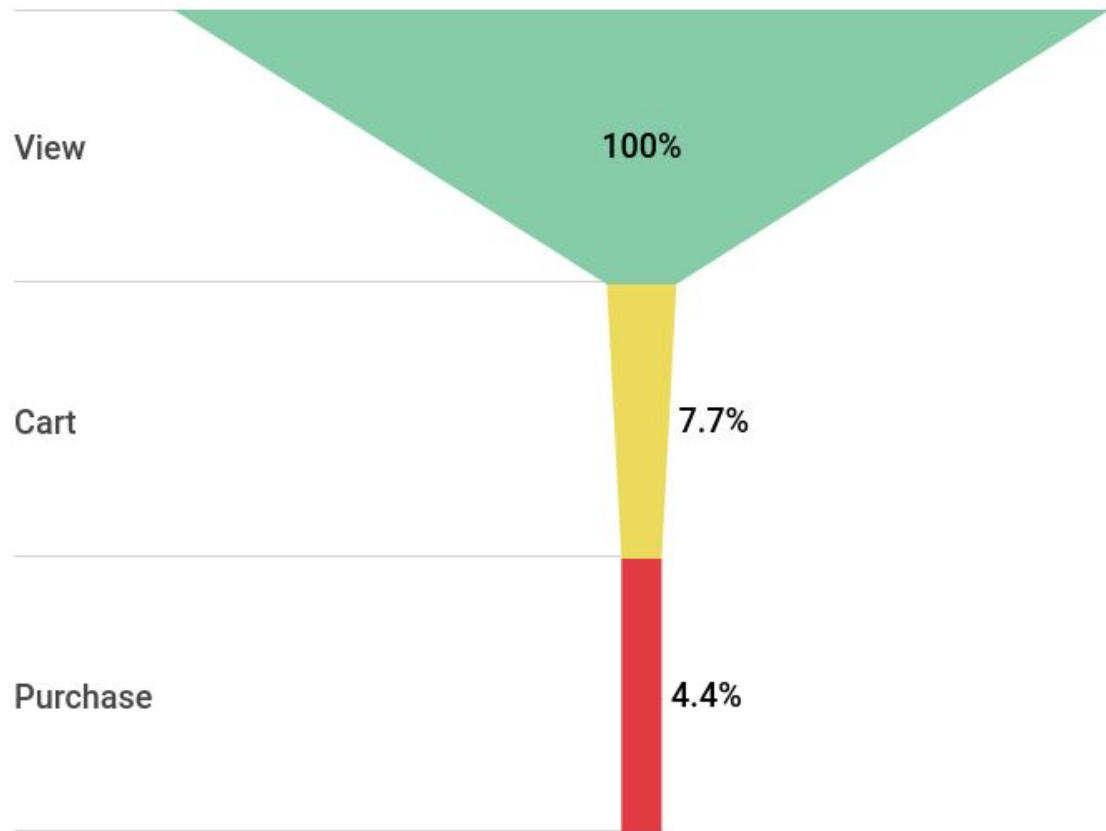
Samsung and Apple on TOP!



# Smartphones Conversion Rate

Cart conversion rate ✓

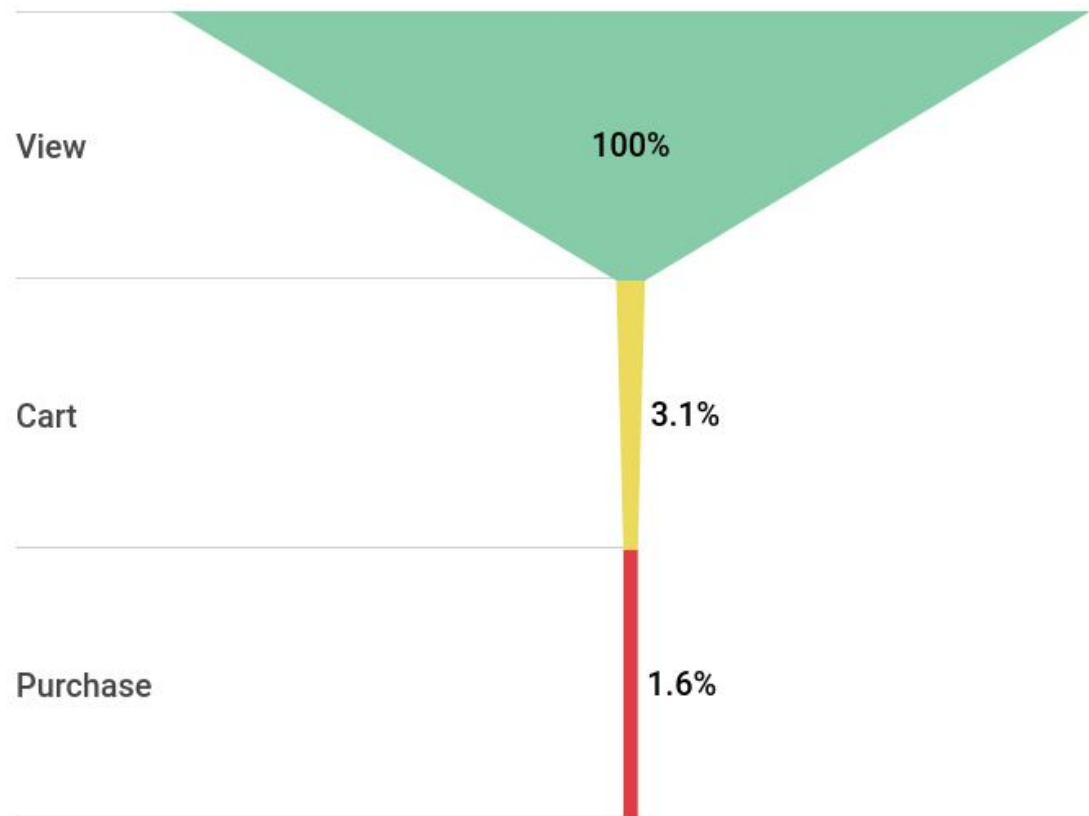
Purchase conversion rate ✓



# Printers Conversion Rate

Cart conversion rate 🚨

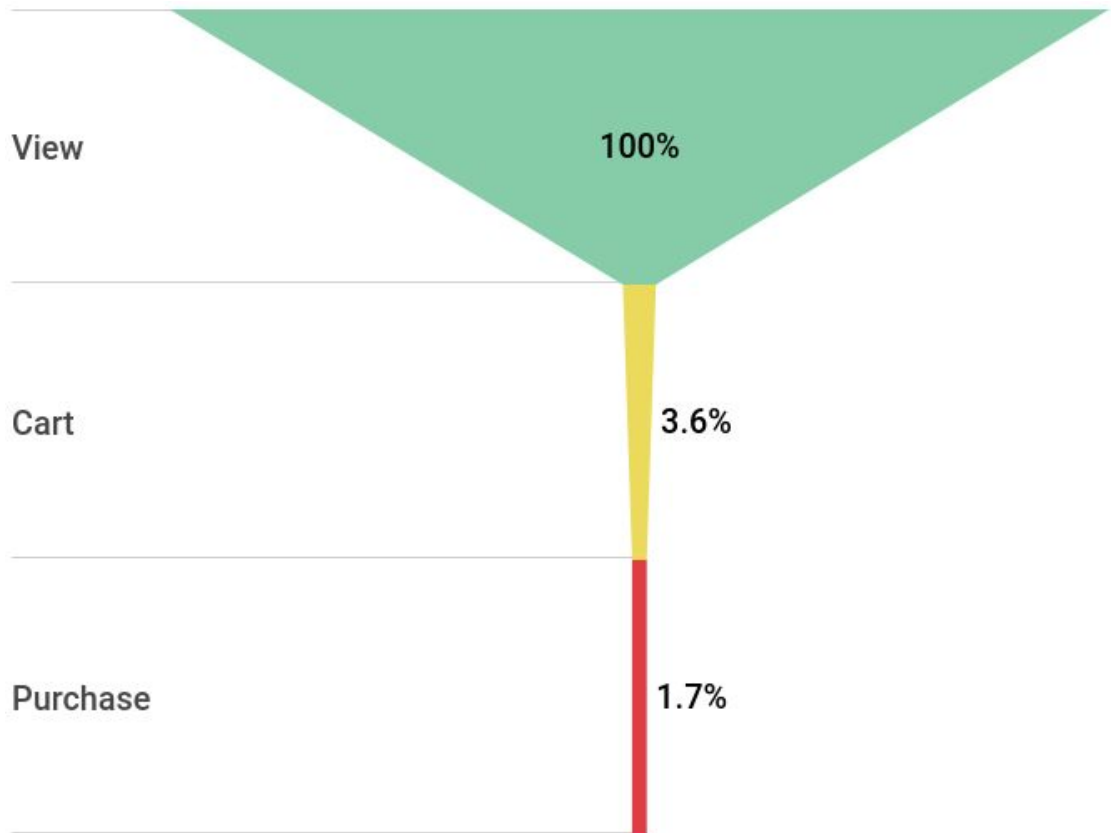
Purchase conversion rate 🚨



# Refrigerators Conversion Rate

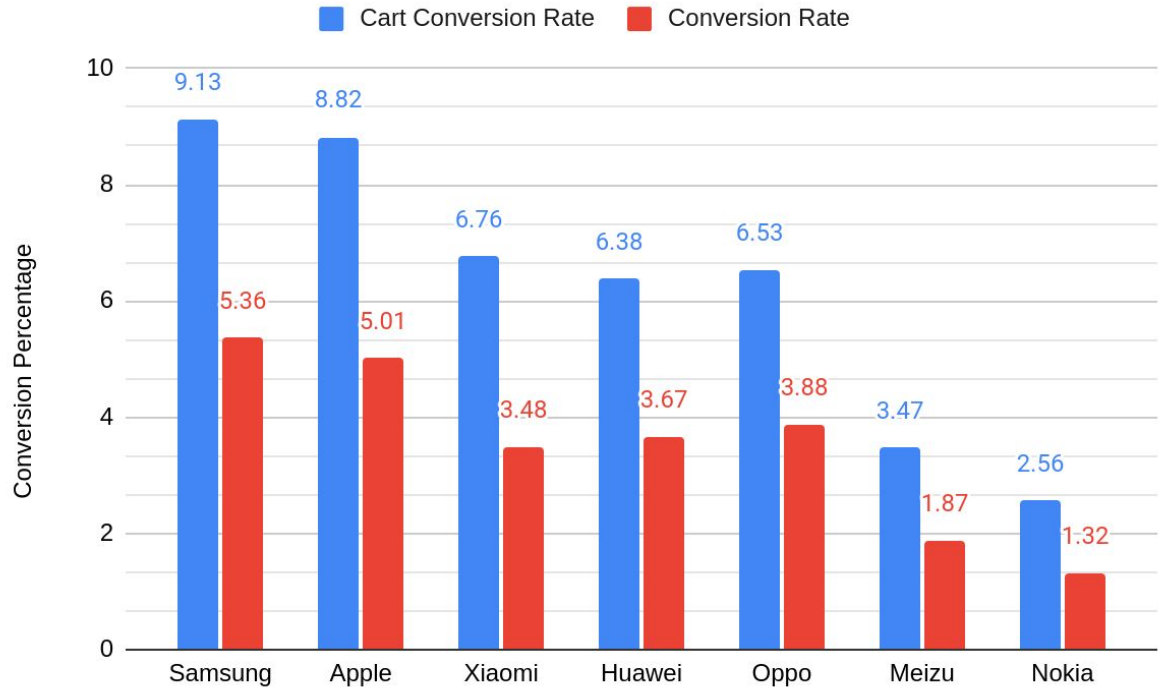
Cart conversion rate 

Purchase conversion rate 



# Top Smartphone Brands Conversion Rates

Meizu and Nokia have low rates





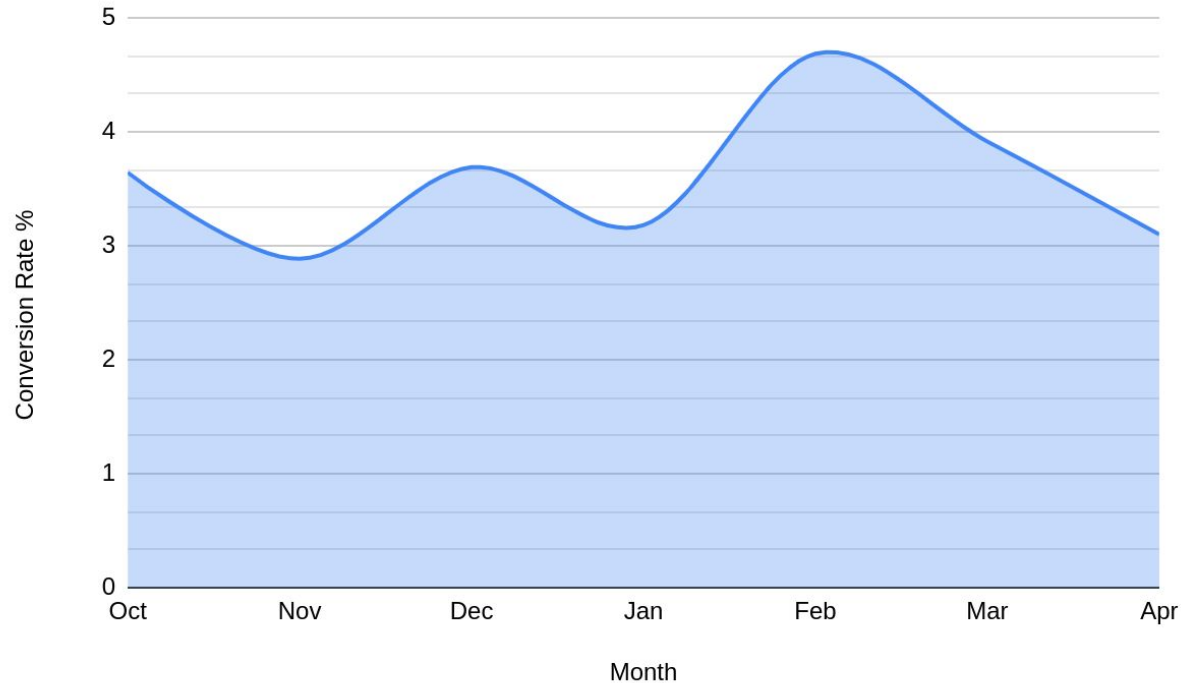
# Consumer Behavior Time Analysis

# Conversion Rate per month

Lowest in Nov?

Peak in Dec?

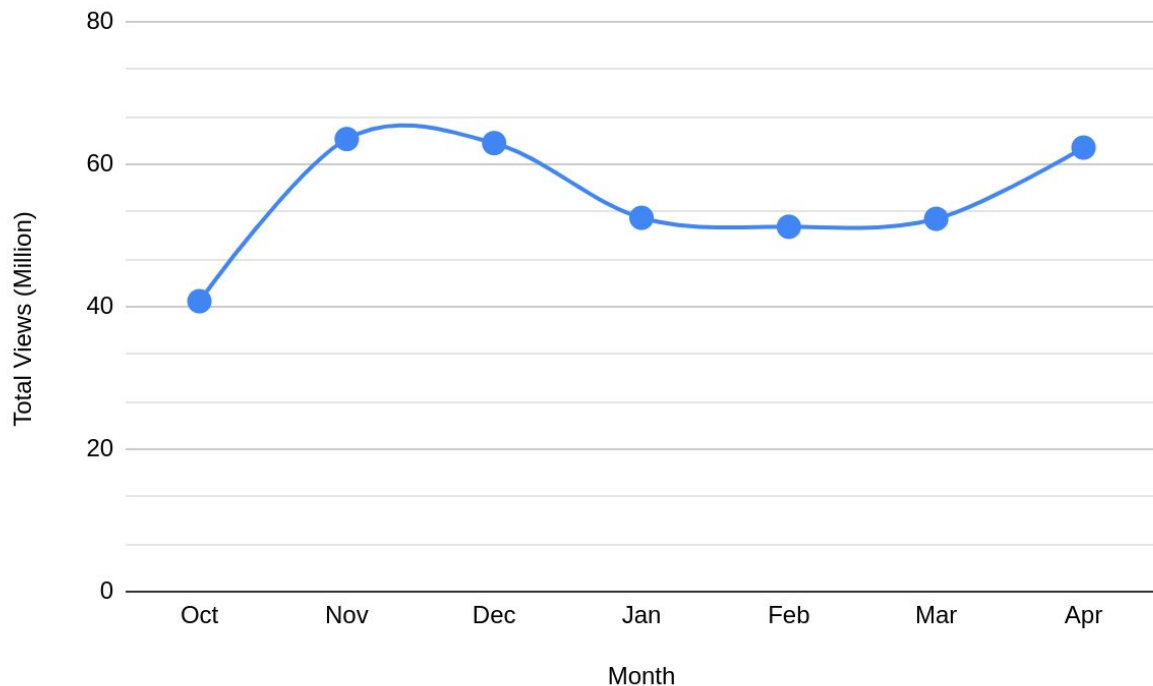
Largest in Feb?





# Total views per month

Peaks in Nov/Dec/Apr?



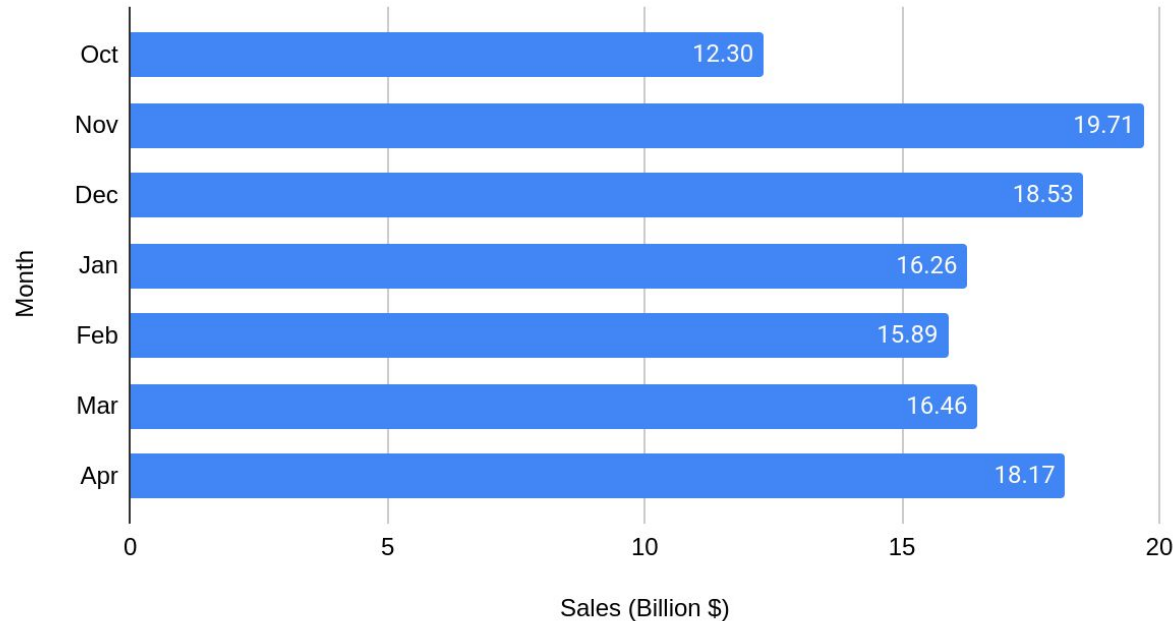
# Sales per month

Black Friday impact?

Christmas impact?

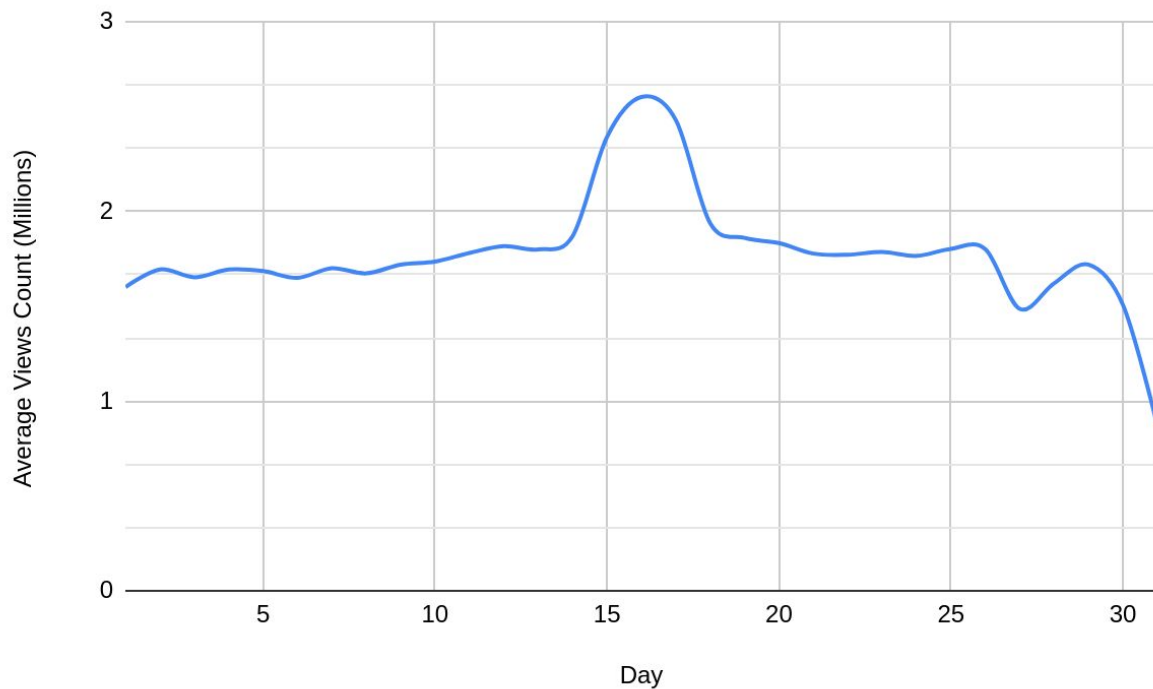
Covid-19 impact?

Sales (B) vs. Month



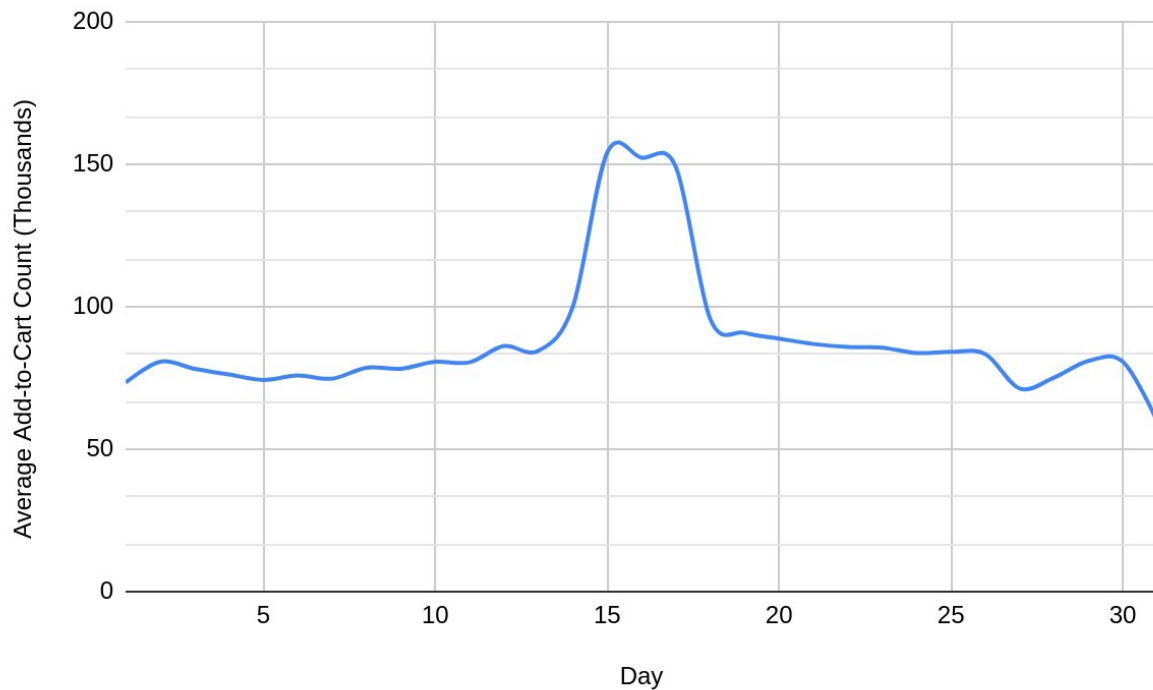
# Average daily views

Peak at the middle of month



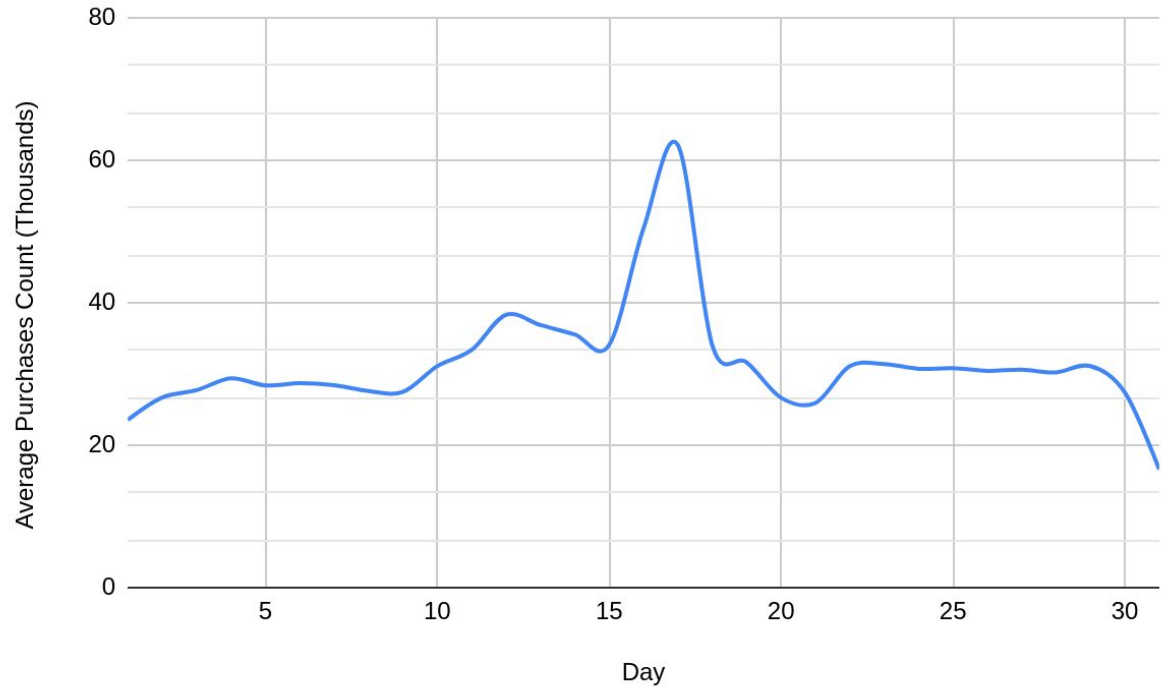
# Average daily carts

Peak at the middle of month



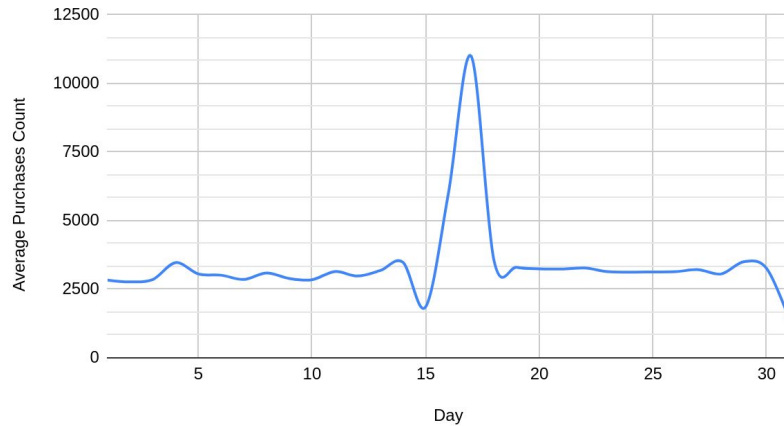
# Average daily purchases

Peak at the middle of month

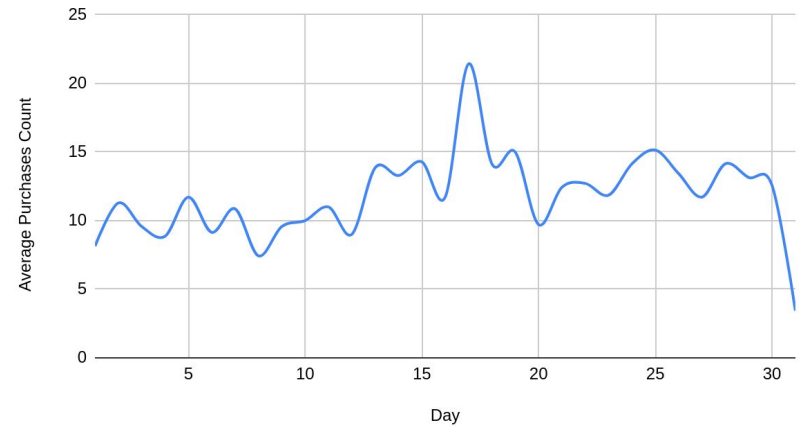


# Necessities vs. Non-necessities

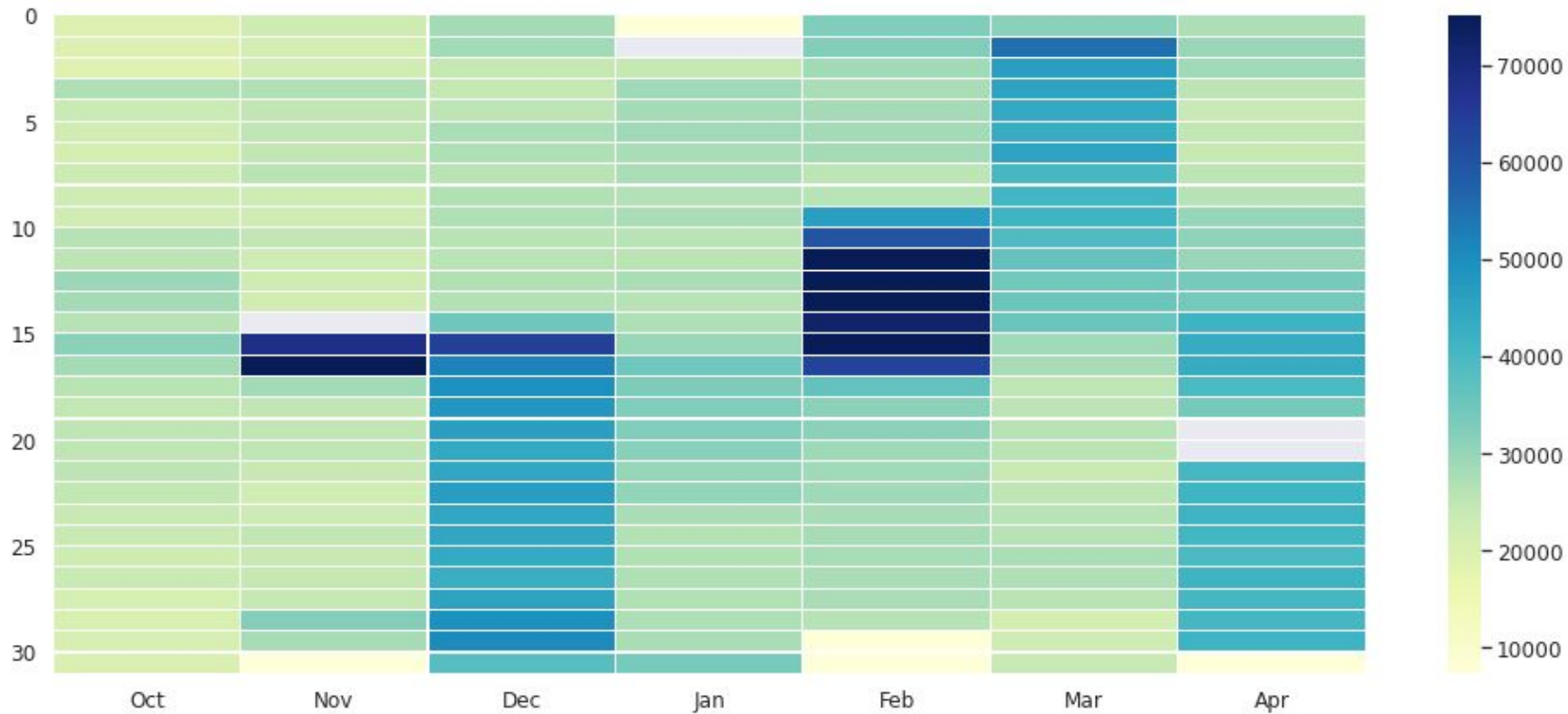
Smartphones Average Purchases Per Day



Diapers Average Purchases Per Day



## Detailed purchases time analysis

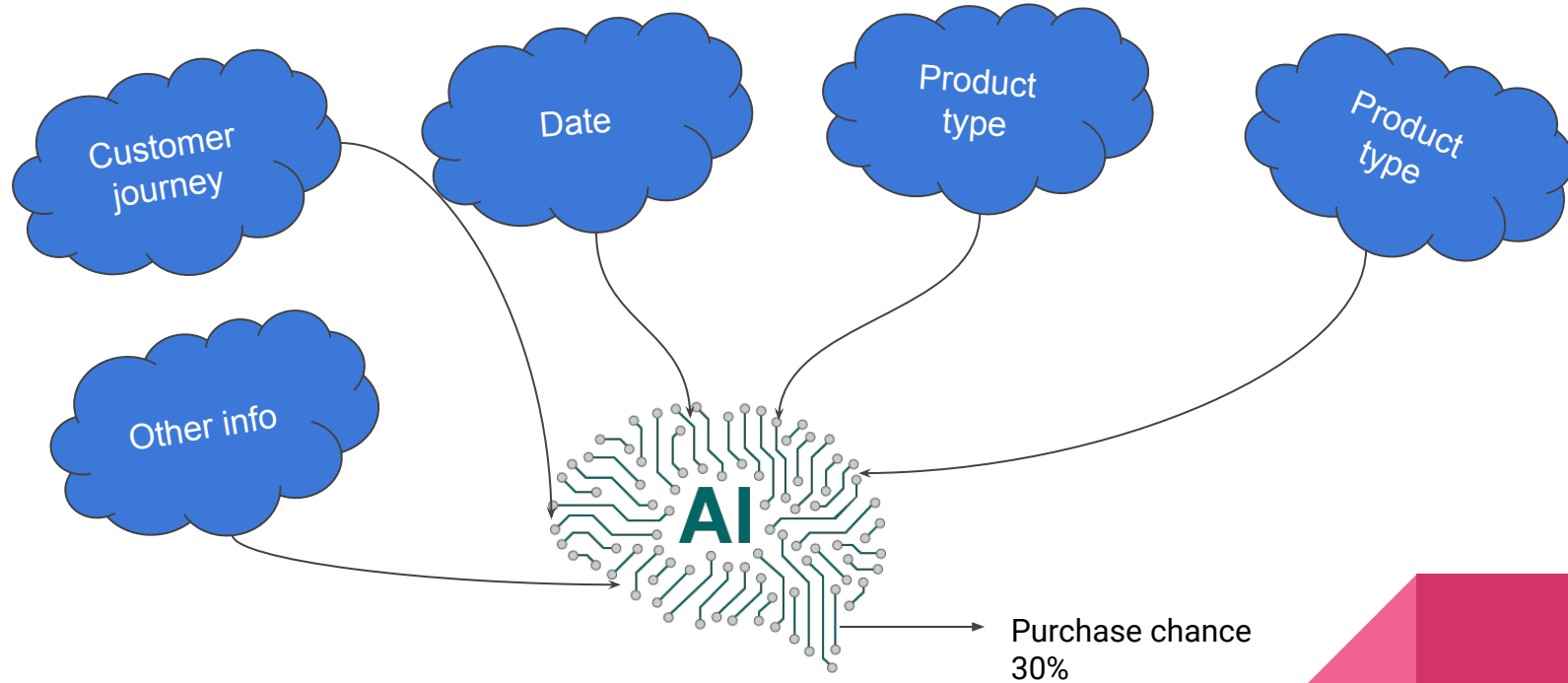




# Predict Customer Behavior



# Description



# Importance

- Increase conversion rate
- Increase sales
- Reduce unnecessary promotions





Thank You