

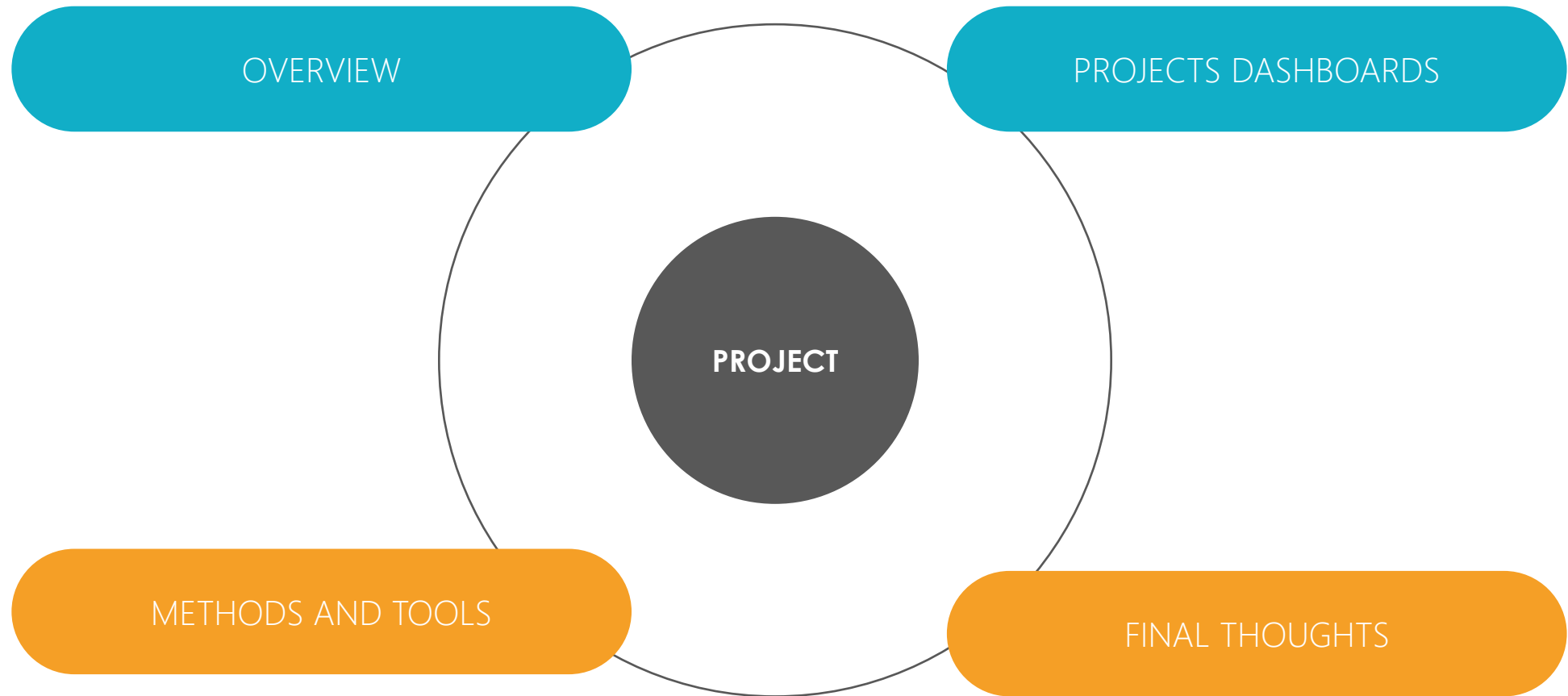


# Ecommerce Project Analysis Presentation

BY

OGBODO FRANCIS

## Ecommerce Project Analysis



# Project Overview

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This dataset Ecommerce Customer Behavior comprises of customers essential which focus on understanding the customers behavior, performance and customer's satisfaction across different purchase categories, revenue trend over the month, payment methods, ads engagement, shipping preferences, purchase channels. With the aim of uncovering patterns and analyzing these dataset for easy understanding and visualization.

# Project Analysis

## Data Cleaning

Performed using Microsoft Excel to remove errors and prepare the dataset.

## Data Exploration

- SQL queries were written and executed using SQL Server Management Studio (SSMS) to better understand data distributions and relationships.

## Visualization

Built an interactive dashboard using Power BI to show attrition trends and patterns across different categories.

## GitHub

For portfolio building

# Project Dashboard

## VOLTEC ECOMMERCE DASHBOARD

Payment Method

All

Device Used

All

Months

All

Gender

All

Total Revenue

275K

Total Purchases

6945

Count of Customers

1,000

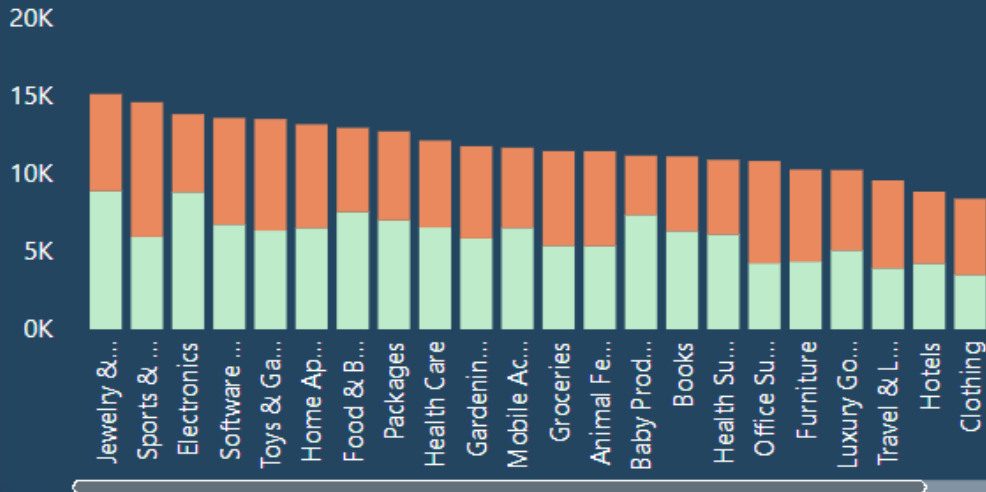
Avg. Customer

Satisfaction

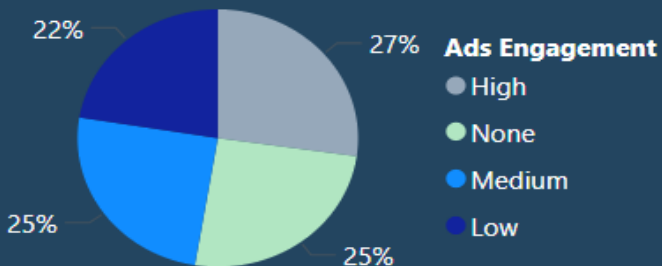
5

Revenue by Category Purchased and Income Level

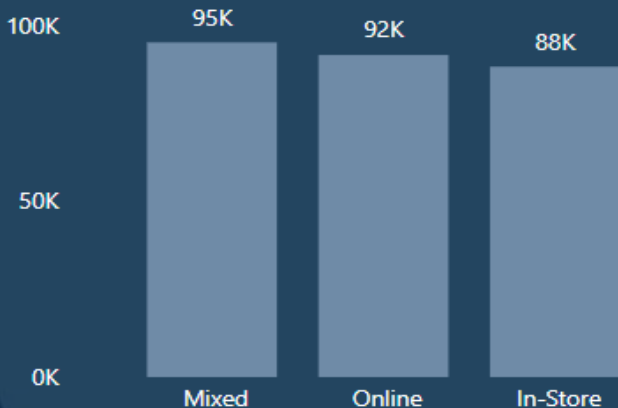
Income\_Level ● High ● Middle



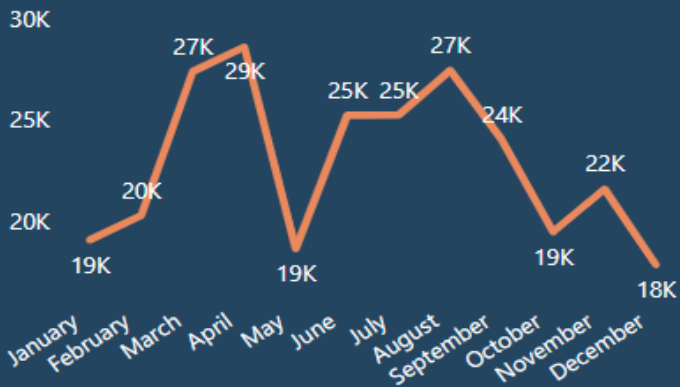
Revenue By Ad Engagement



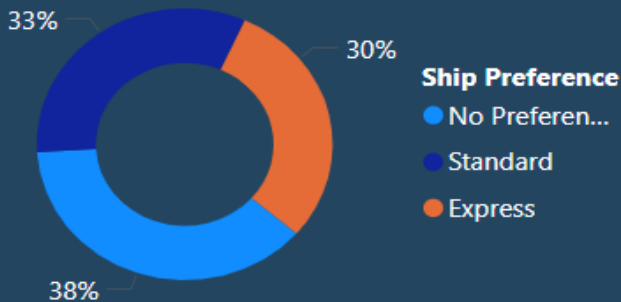
Revenue By Purchase Channels Distribution



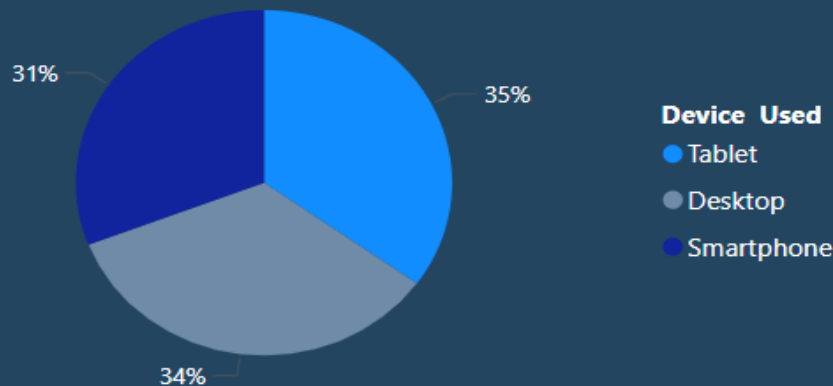
Revenue Trend By Months



Revenue By Shipping Preference



Customer Satisfaction By Device Used For Shopping



# Project Dashboard

## CUSTOMER INSIGHTS



Income Level

Ads Engagement

Marital S

Age

All

All

All

All

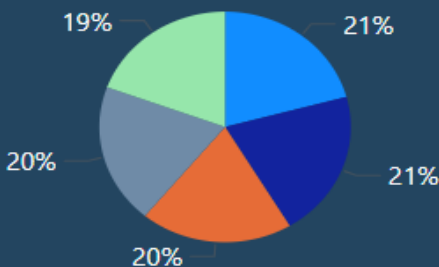
### Revenue By Customer's Media Influence

Social\_M... High Low Medium None



### Count of Customers By Their Brand Loyalty

5 3 1 4 2



Avg. Time To Decision

8

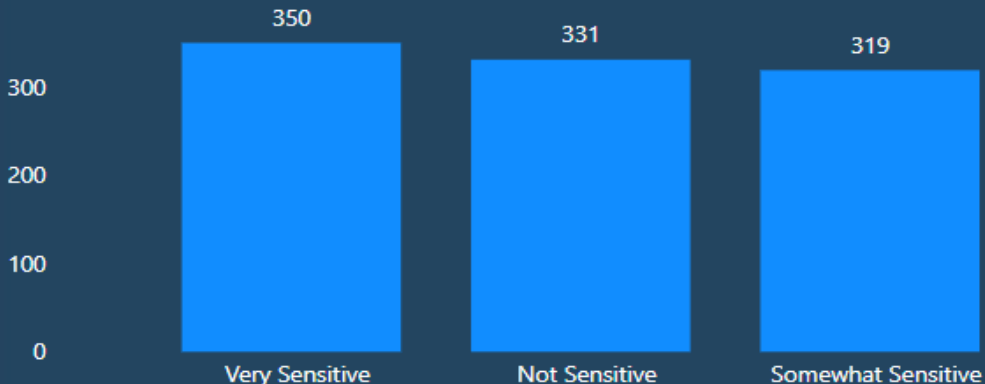
Total Brand Loyalty

3026

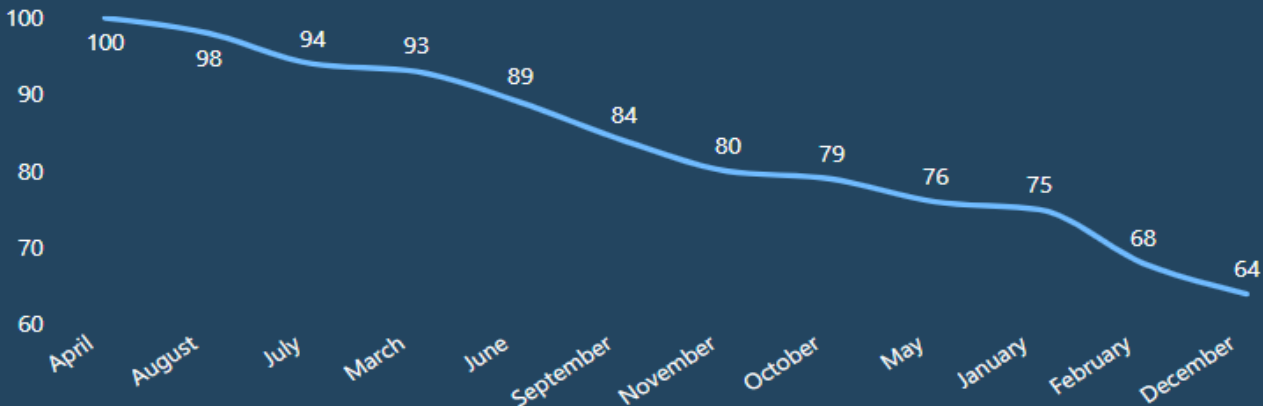
Total Cust. Satisfaction

5399

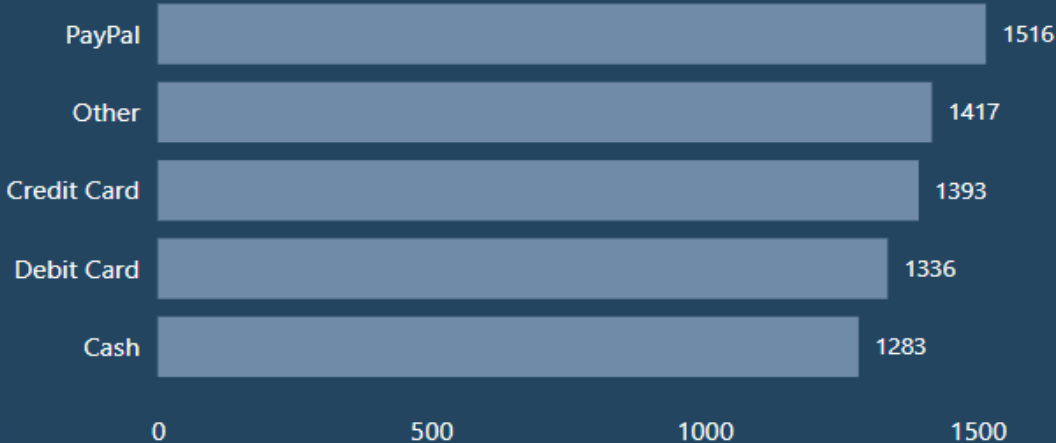
### Discount Sensitive Customers



### Customer's Satisfaction By Months



### Frequency of Purchase by Payment Method



# Project Analysis

## FINAL THOUGHTS

We now have a clearer understanding of our customer satisfaction dynamics. The data reveals what and what to improve in our business to increase our revenue. This dashboard serves as a real-time decision support tool that can guide marketing efforts, and also improve sales strategies. By focusing on customer satisfaction, we can reduce costs, boost profit margins, and drive smarter growth.

This dataset provides us with some insights into our customer satisfaction dynamics in the following ways

First, satisfaction isn't uniform; it's heavily influenced by product category, income level, and the channel our customers use. To achieve widespread satisfaction, we need to focus on improving those areas to increase our revenue.

Second, We can't ignore the correlation between the return rates and the customers satisfactions. We need to take immediate action, if our customers are not happy with our shipping options or services, we need to change it and make customers feel satisfied.

Third, device optimization presents an opportunity. Since customers shopping with their tablets and phones are happier with the purchase this means we need to focus on our mobile and tablets user experience.



**Thank you**