

# ZA E-Commerce Analysis

Total Prodcuts  
32.33K

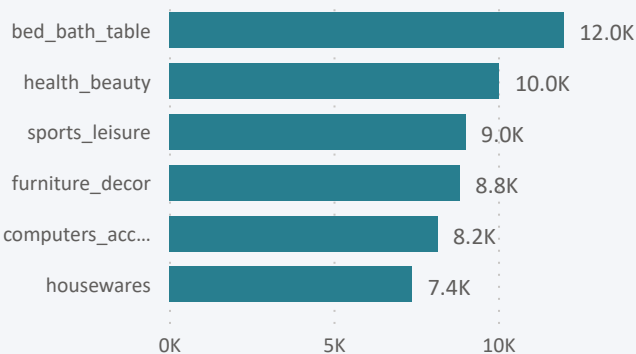
Unique Customers  
94.09K

Revenue from Delivered Orders  
\$19.64M

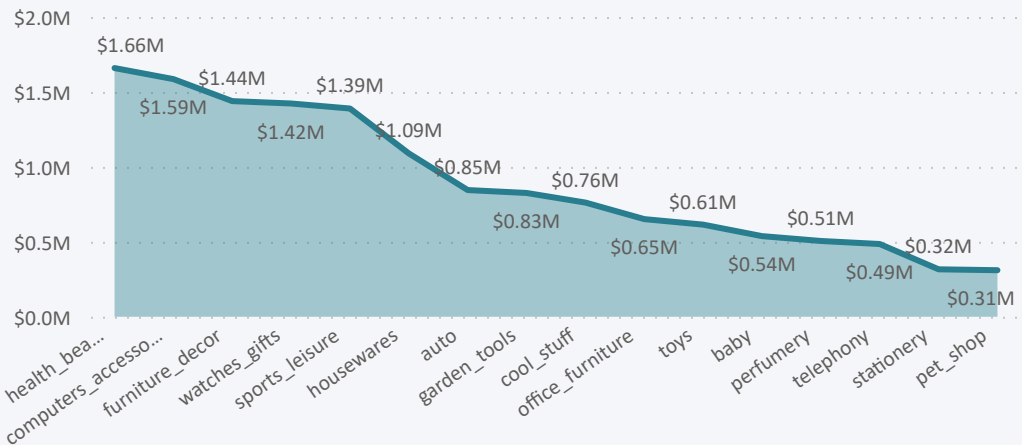
Delivered Orders  
114.07K

Pending Revenue  
\$371.28K

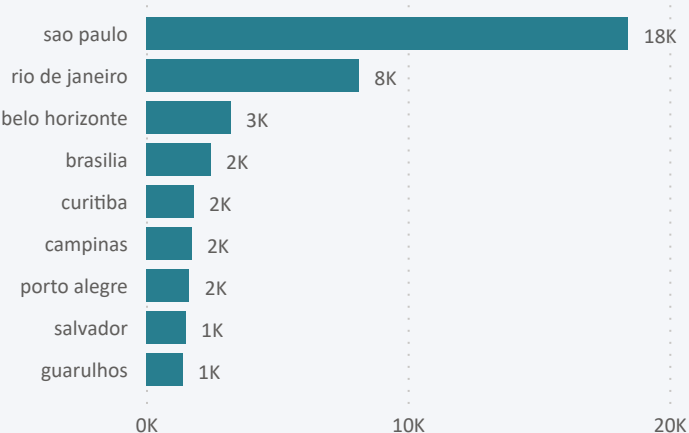
### Hottest Categories (Most Sold)



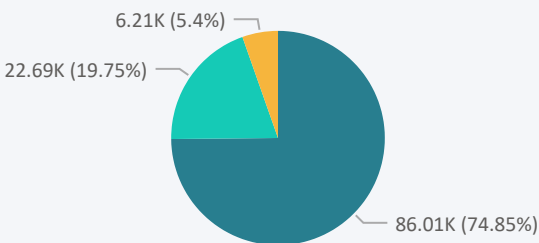
### Revenue by Product Catgeory



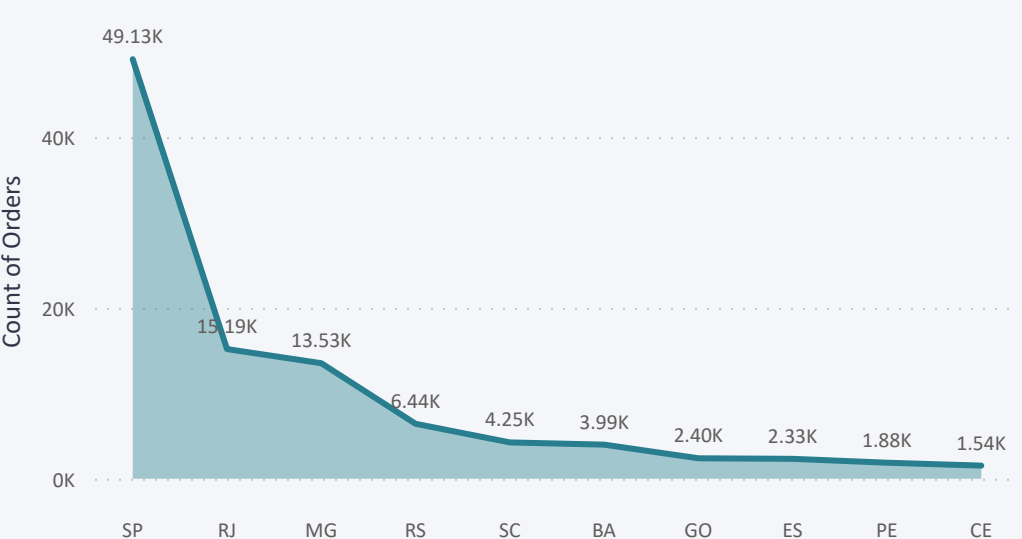
### Count of Orders by City



### Payment Types



### Count of Orders by each State



### Cancelled and Pending Revenue

canceled

149,135.98

invoiced

80,872.65

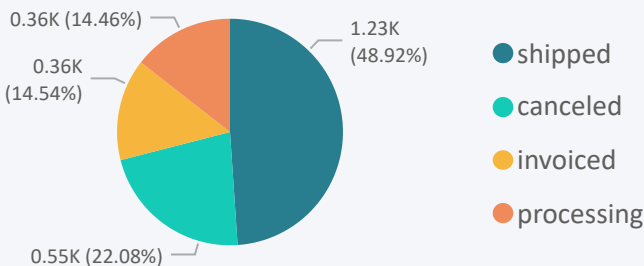
processing

98,395.64

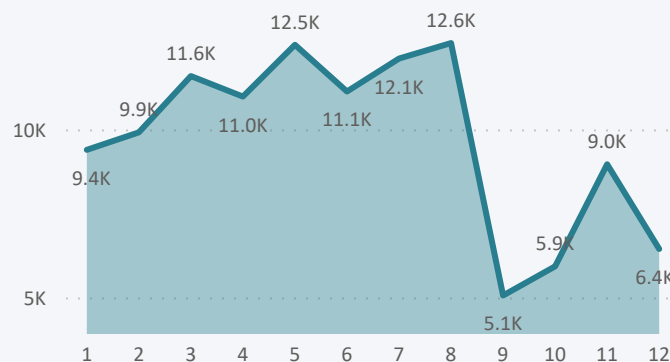
shipped

191,712.99

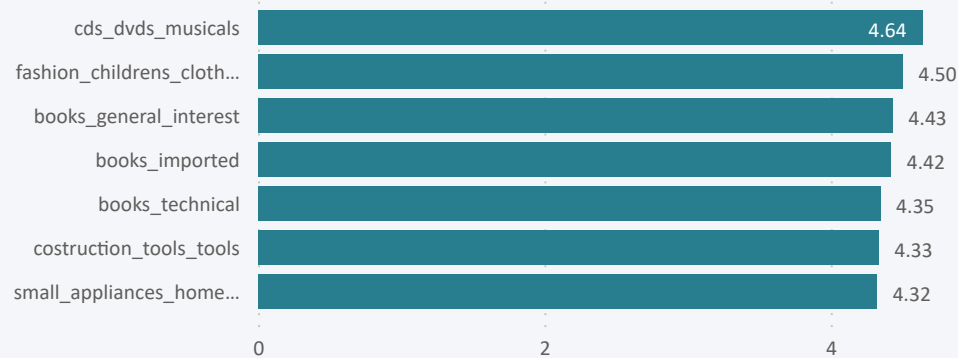
### Undelivered Orders



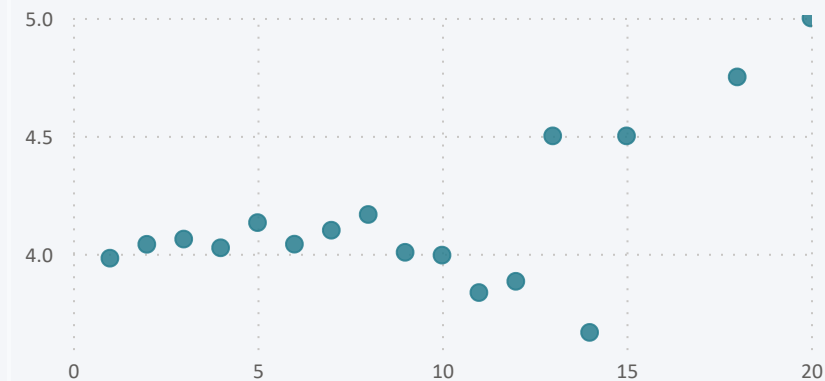
Orders over Months



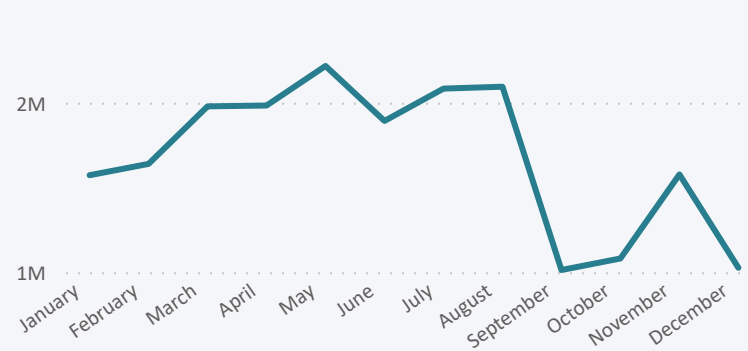
Highest Rated Categories



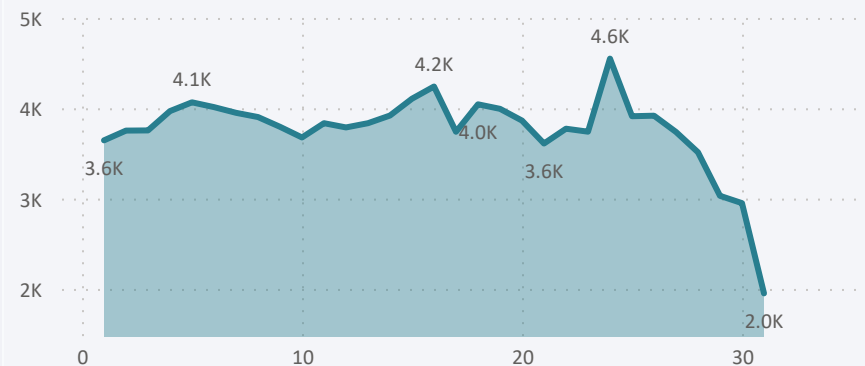
Average of Review Score and No of Photos



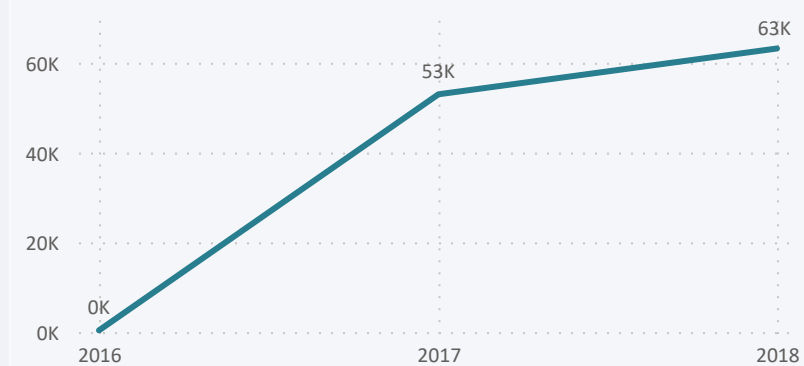
Sum of Revenue per Month



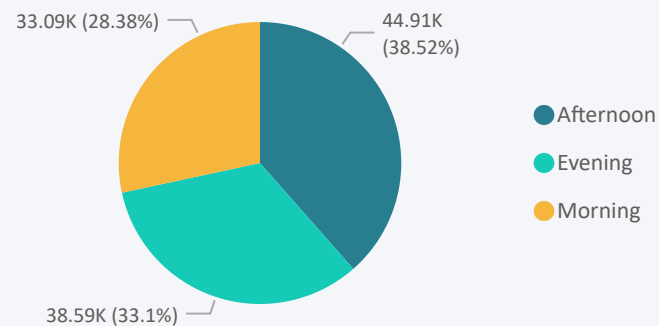
Orders over Days



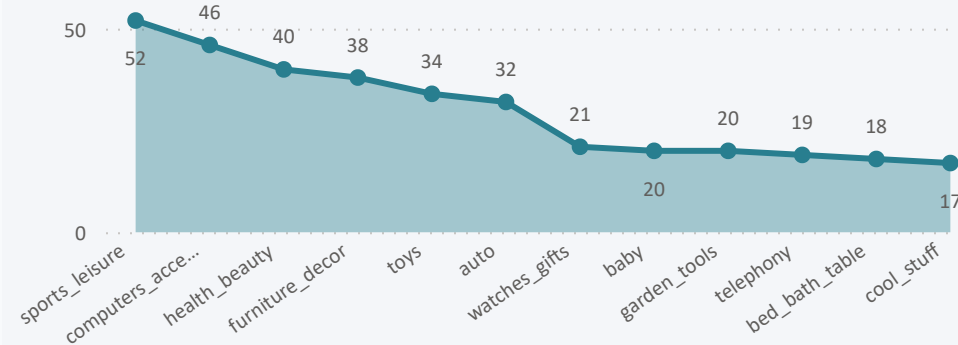
Orders over Years



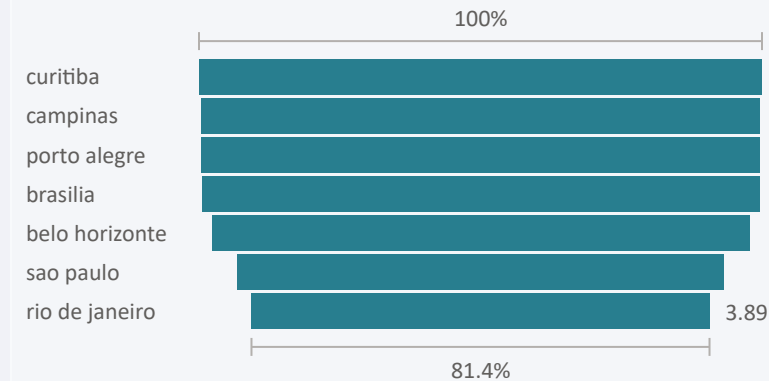
Orders over Day Period



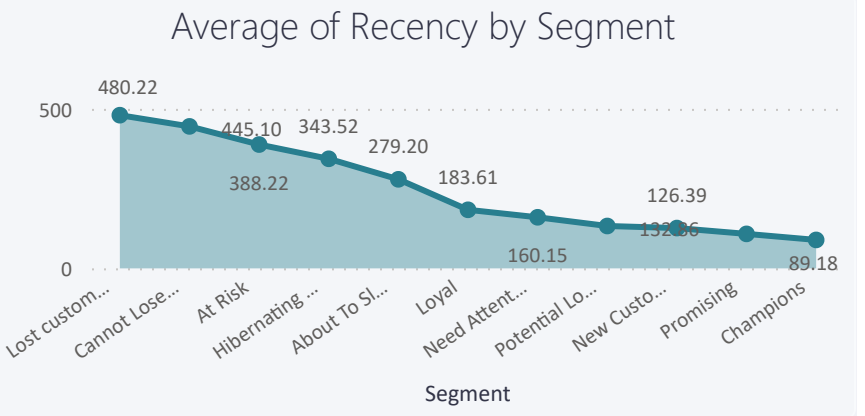
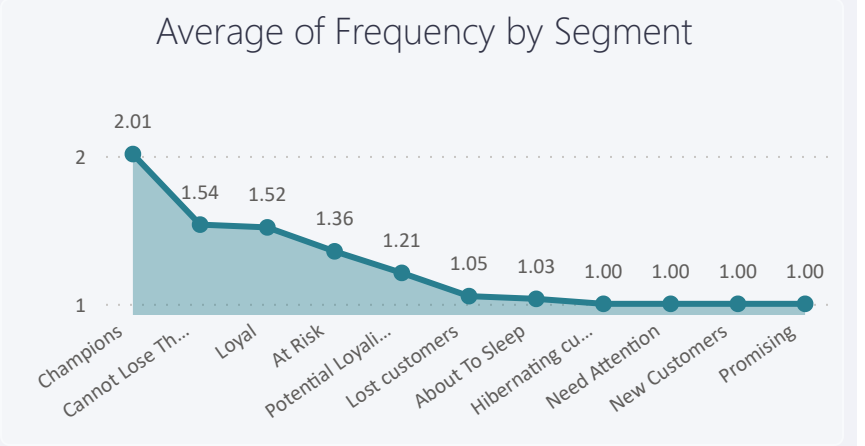
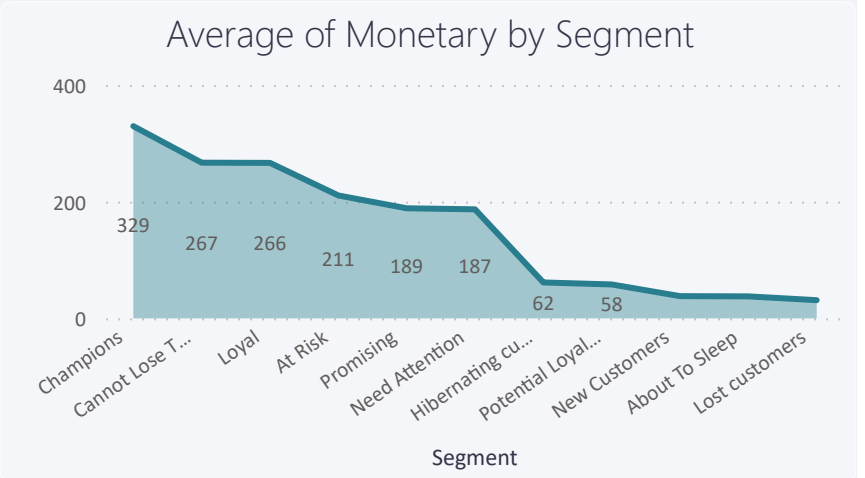
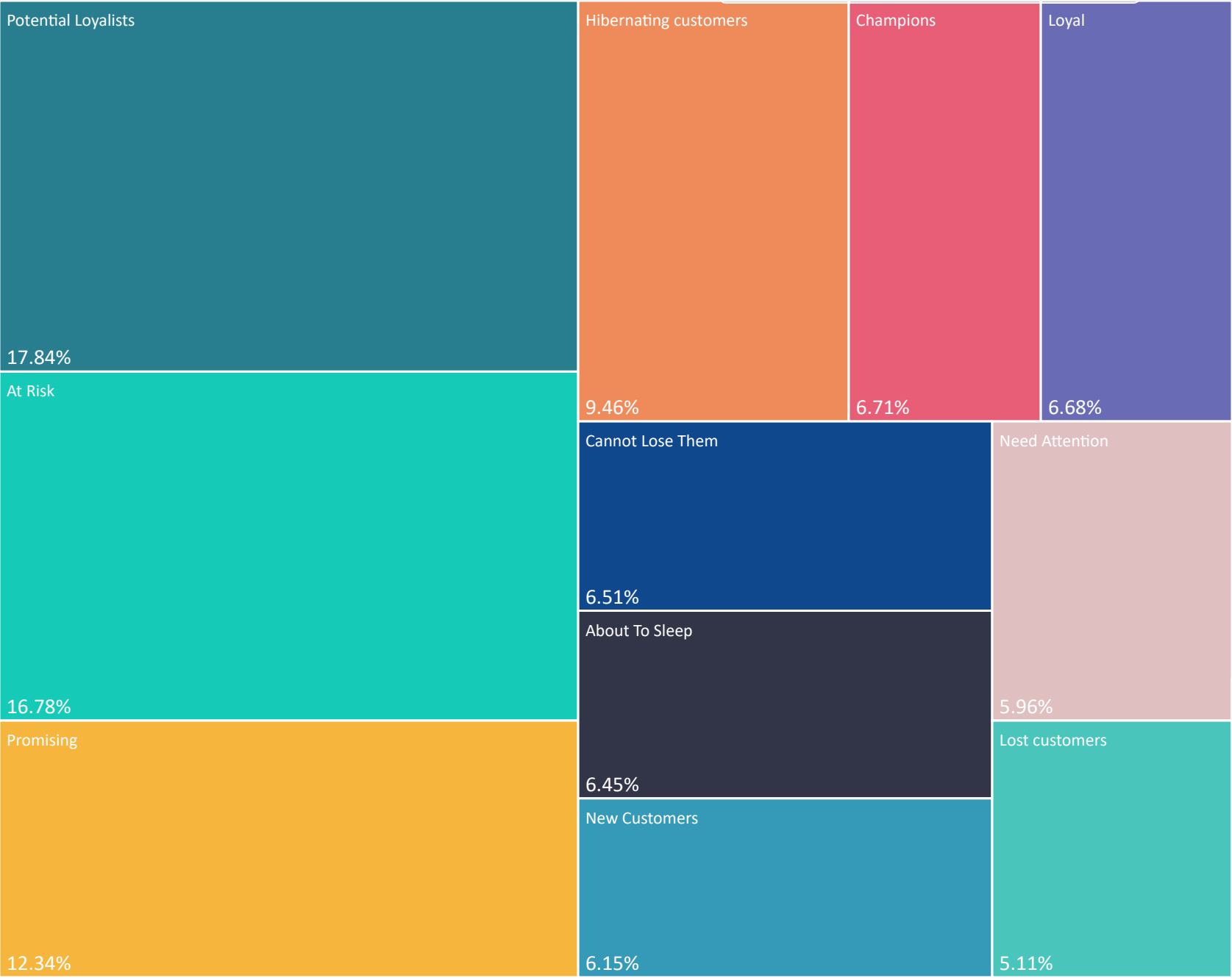
Most Cancelled Categories



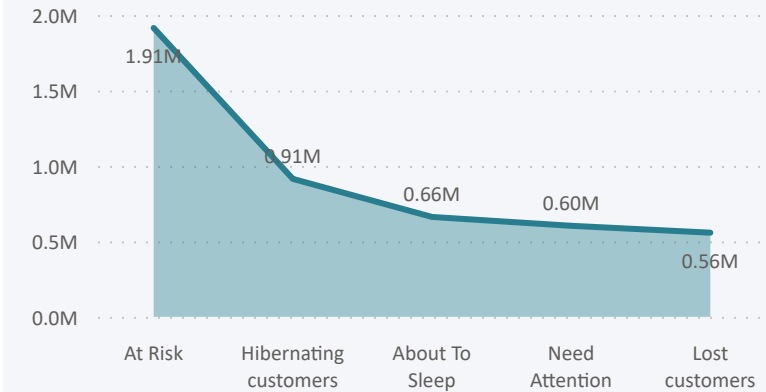
City and Average Review Score



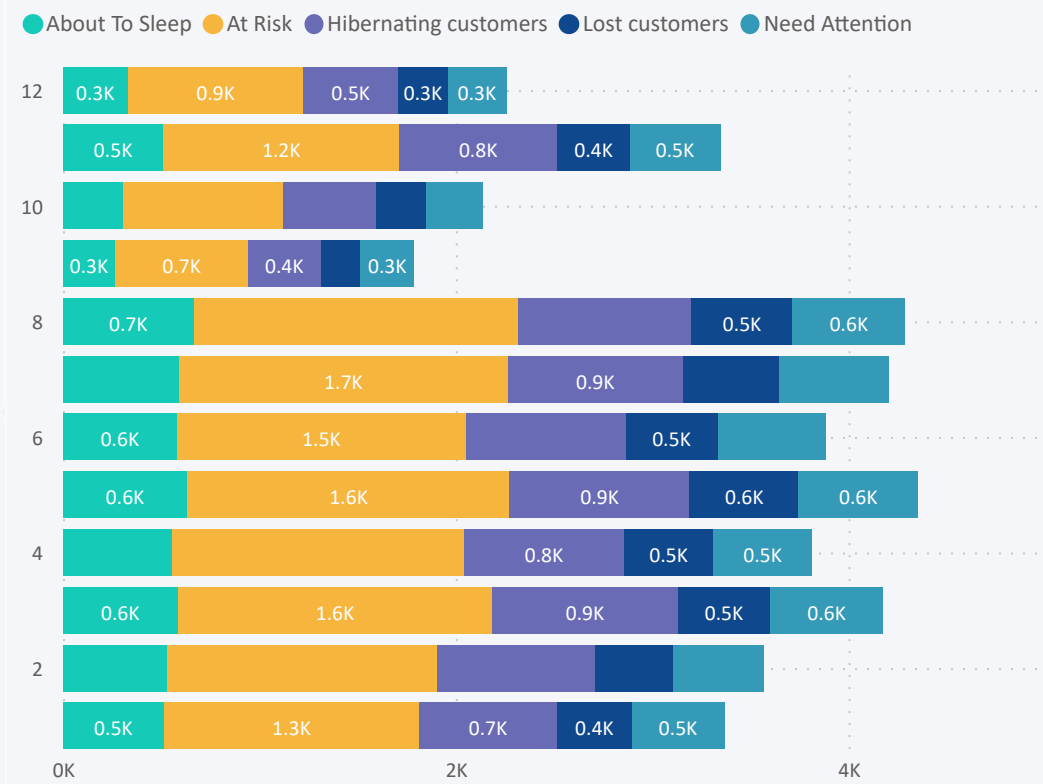
Customer Segmentation



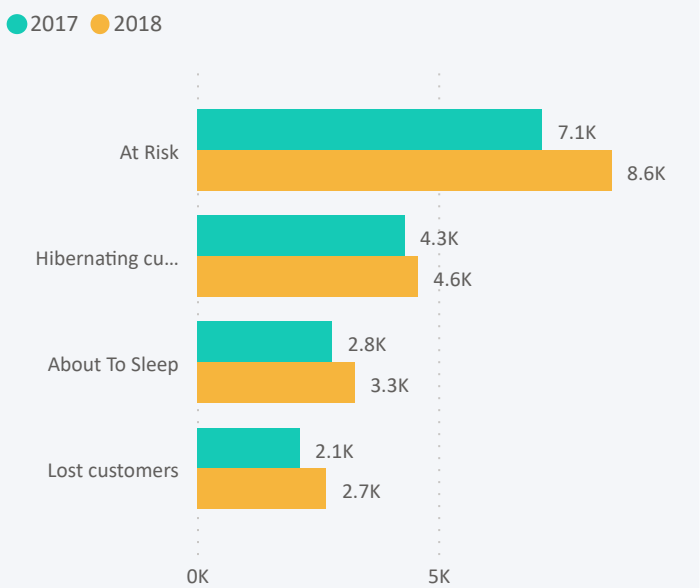
Sum of Prices by Risky Segments



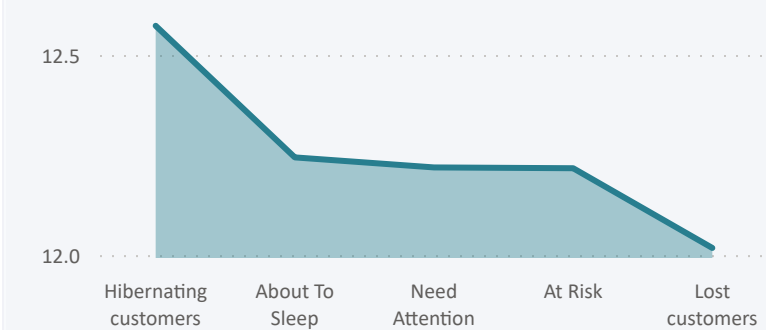
Are Risky Segments Seasonal?



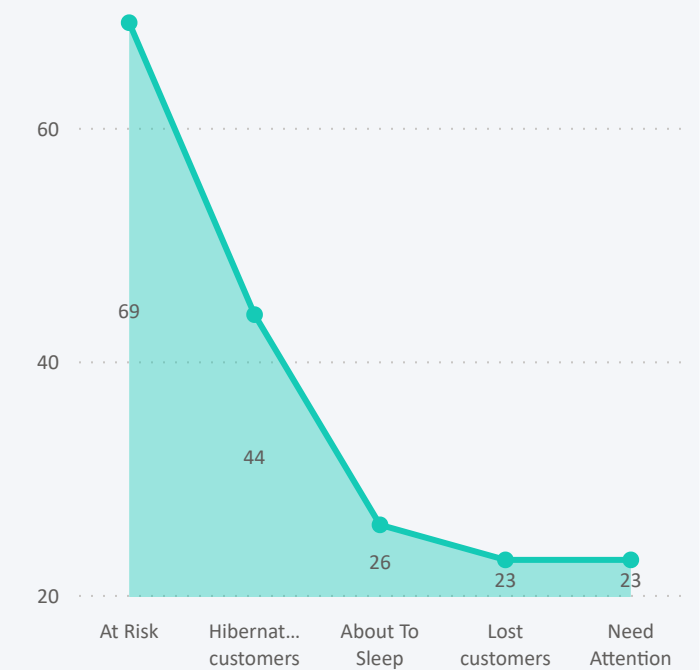
Risky Segments and Years



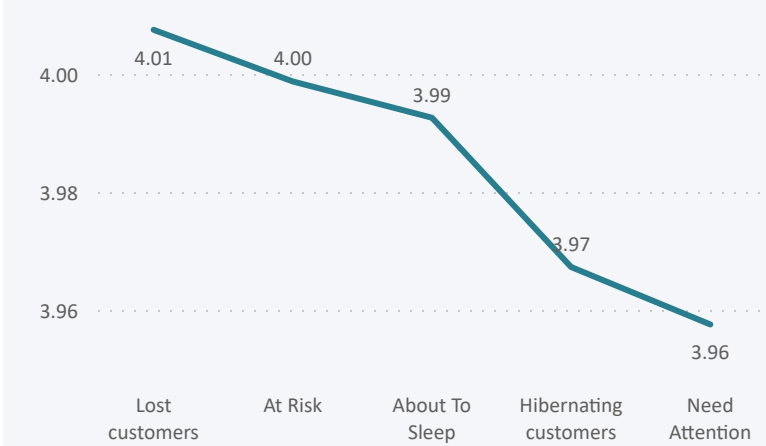
Average of Delivery Days by Risky Segment



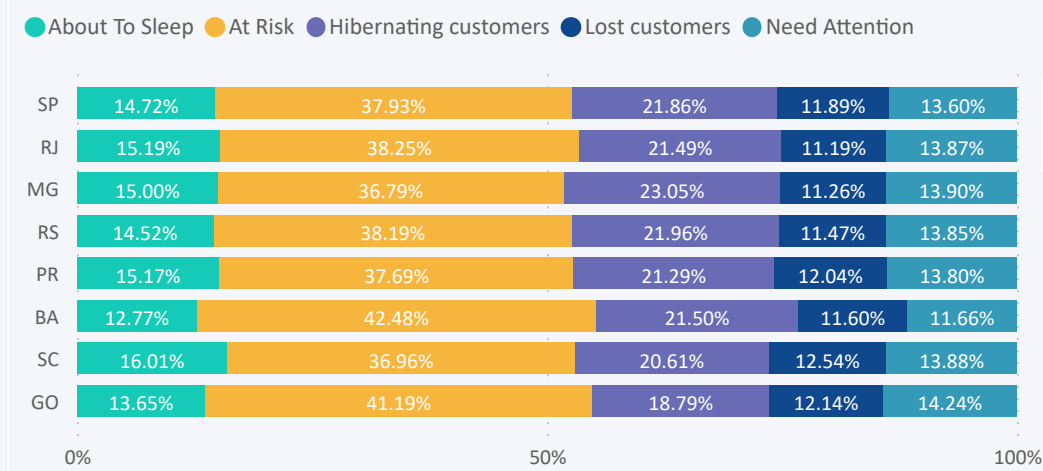
Cancelled Orders and Risky Segments



Average of Review Score by Risky Segment



States and Risky Segments



-Overview:

The eCommerce market has evolved from a simple concept of brick-and-mortar retail to a shopping ecosystem that involves multiple devices and store concepts. Many players from both online and offline retail are moving towards multi-channel strategies and are continuously reinventing the way we shop online. Expectations are growing rapidly as customers discover more convenience on all levels.

-The Problem:

What is our Current State of Business?

What about our Customers Satisfaction?

Three Areas to be Improved

Solutions:

ZA e-commerce have started in October ,2016 with only 388 Order passing through 2017 with around 53k order , in 2018 we have reached 63k Order around Country with total Products 32k and around 95k Customers , Total Revenue earned from 114K Delivered orders is \$19.64M

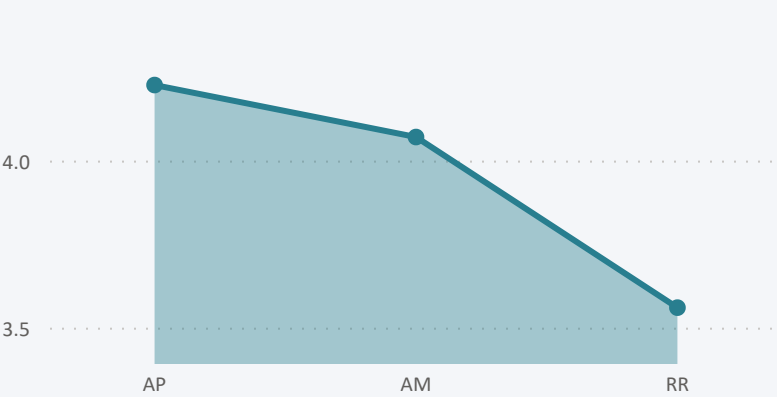
Credit Card is our Customers preferred payment type by 75% from our total transactions.

Most Revenue is generated by Health and Beauty Category with around \$1,659,433M in 3 Years from 71 Total Category.

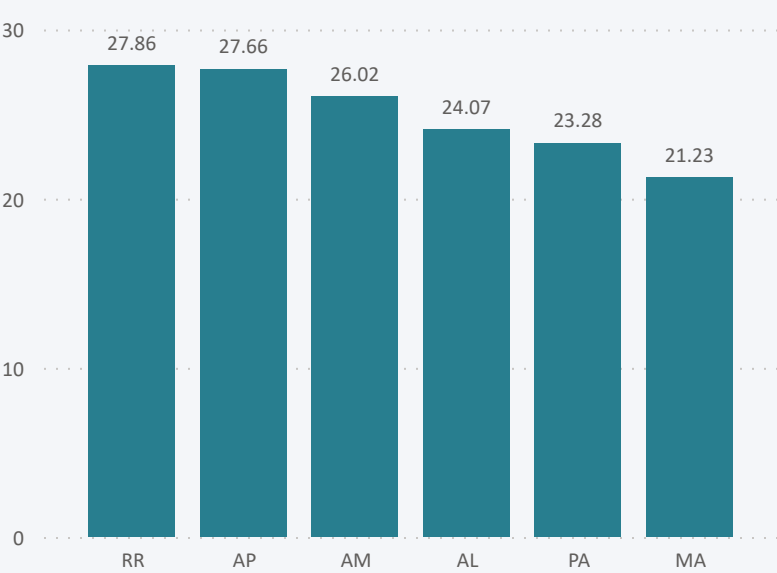
Our Customer Satisfaction is affected by 2 main reasons , Most of cancelled orders have been cancelled because of high Delivery days (with average 18 days) and second reason is the huge difference between estimated delivery date and actual date.

-Out of 27 States we have many states that have very high average of delivering orders which leads to low review scores in these States.

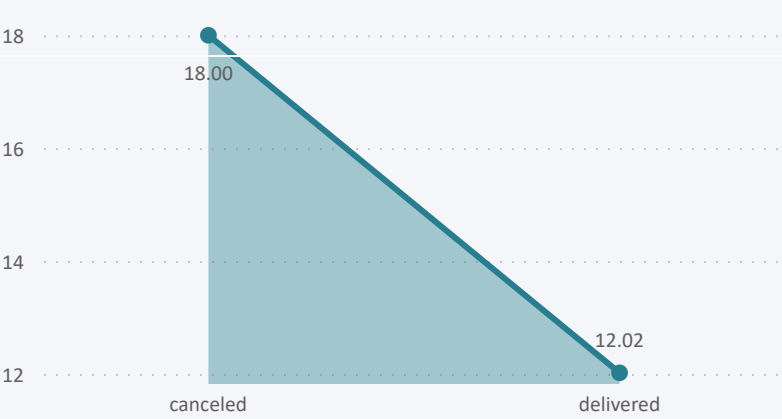
Average of Reviews



Highest Delivery Days Average and States



Average of Delivery Days and Order Status



Average of Estimated days and Delivered and Status

