

ZA E-Commerce Analysis

Total Prodcuts
32.33K

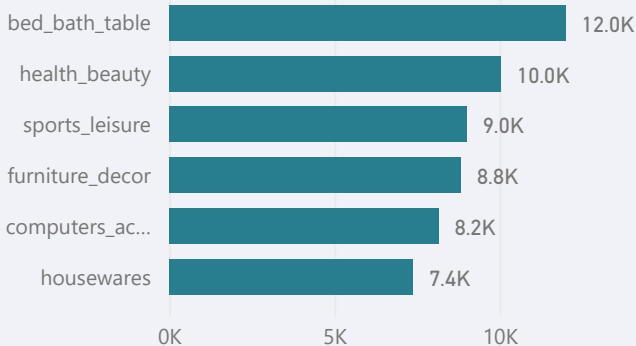
Unique Customers
94.09K

Revenue from Delivered Orders
\$19.64M

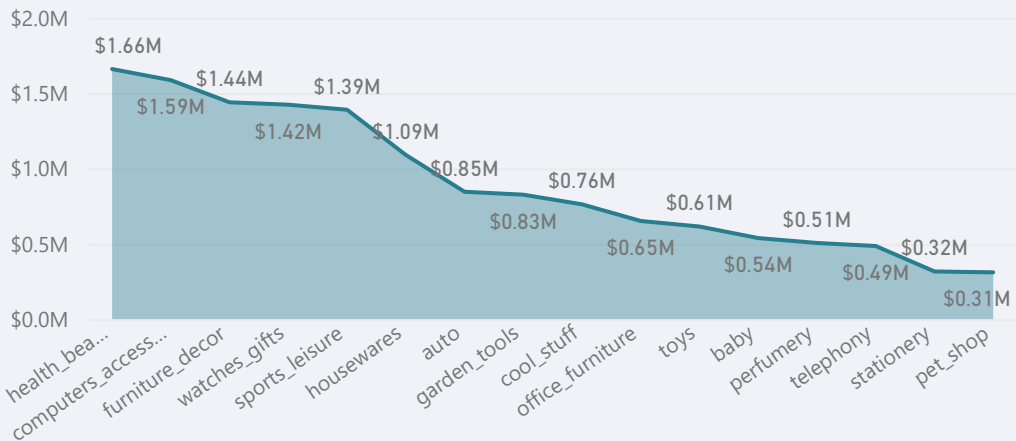
Delivered Orders
114.07K

Pending Revenue
\$371.28K

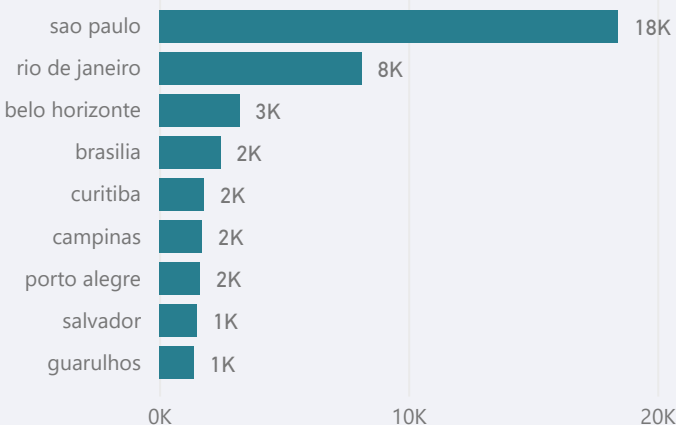
Hottest Categories (Most Sold)



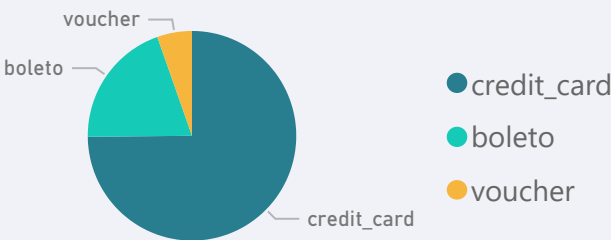
Revenue by Product Catgeory



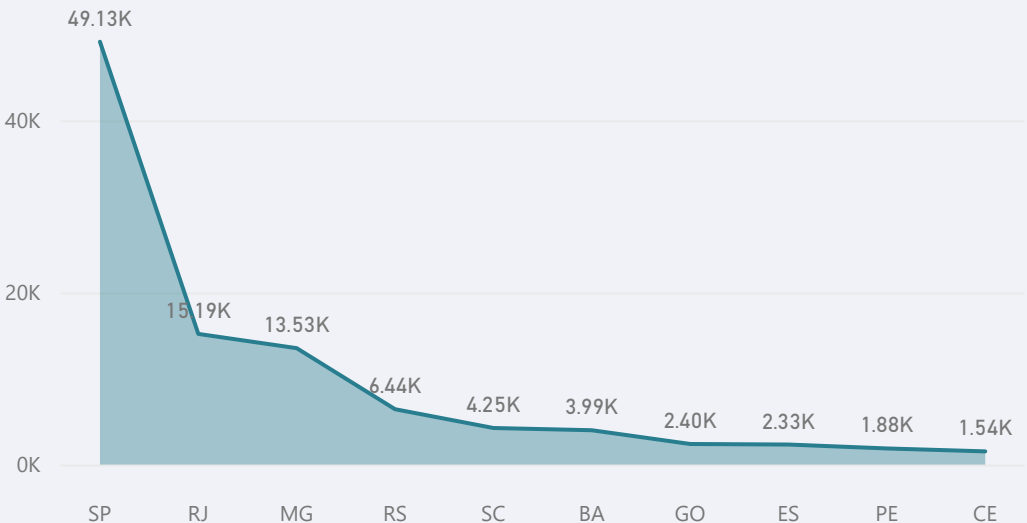
Count of Orders by City



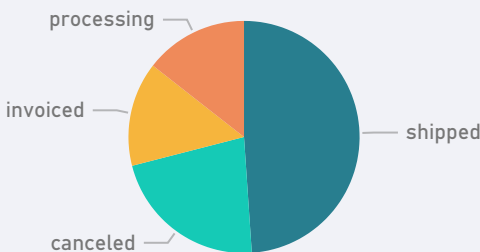
Payment Types



Count of Orders by each State



Undelivered Orders



Cancelled and Pending Revenue

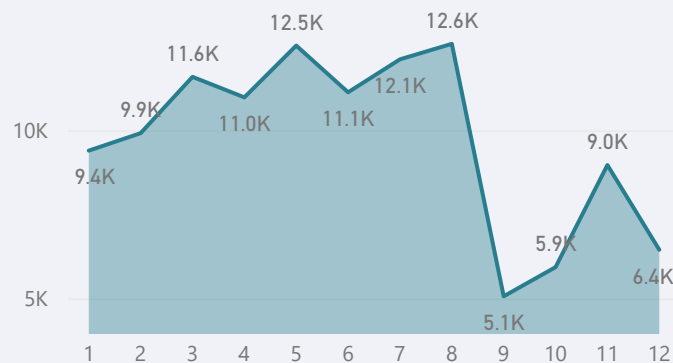
canceled
149,135.98

invoiced
80,872.65

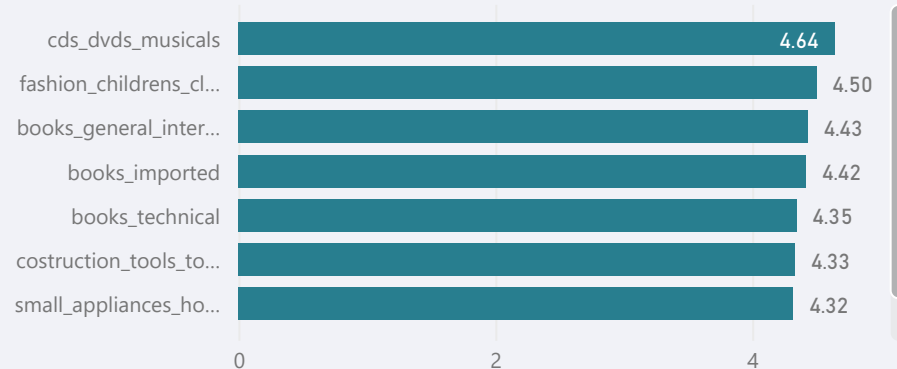
processing
98,395.64

shipped
191,712.99

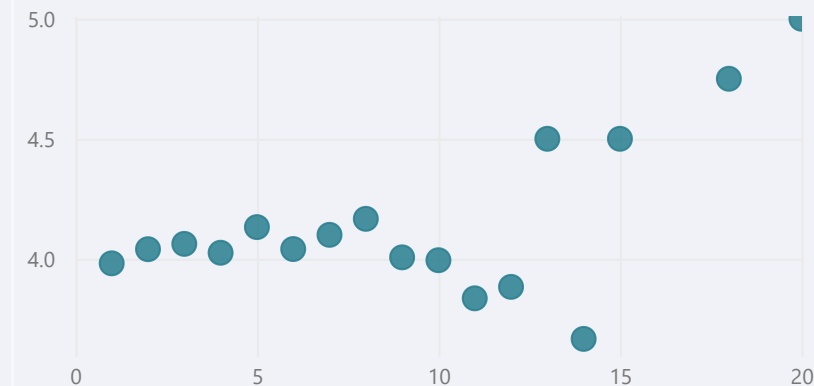
Orders over Months



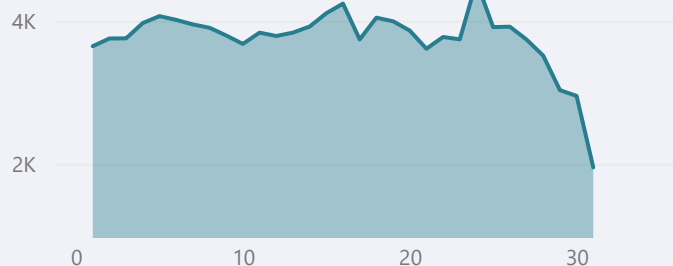
Highest Rated Categories



Average of Review Score and No of Photos



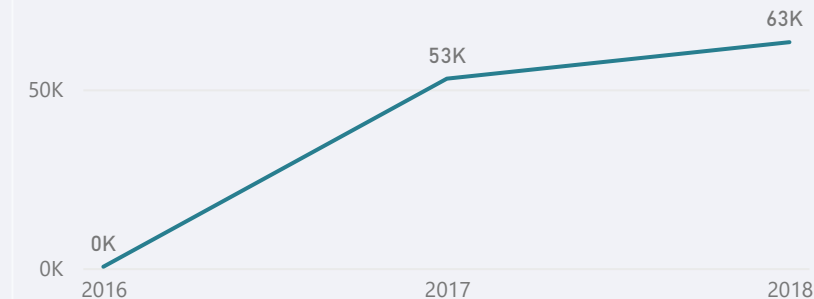
Orders over Days



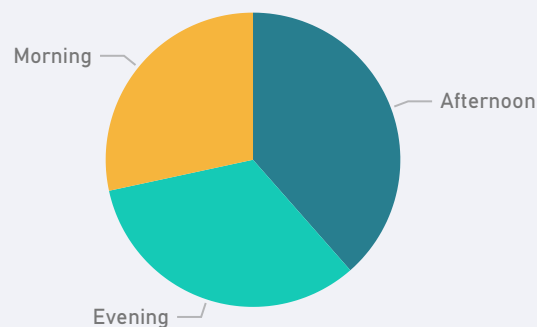
Sum of Revenue per Month



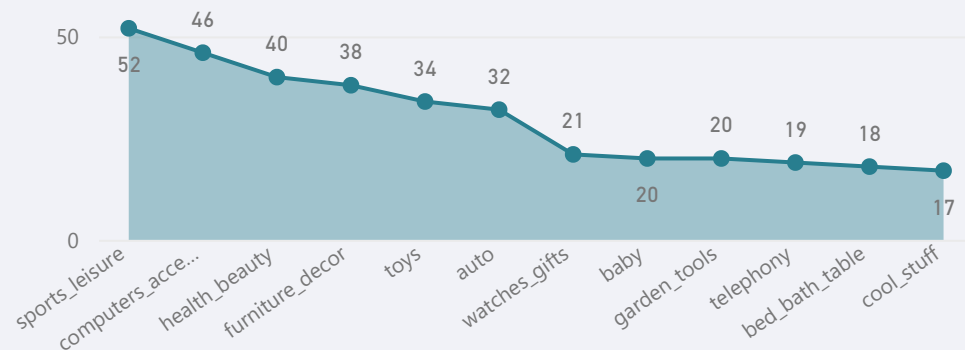
Orders over Years



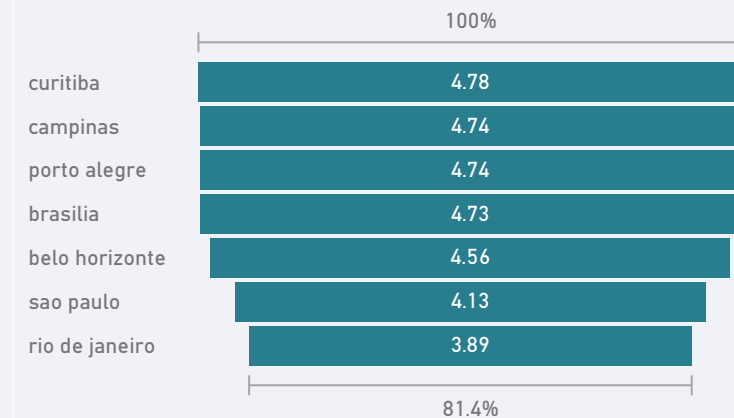
Orders over Day Period



Most Cancelled Categories



City and Average Review Score



-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

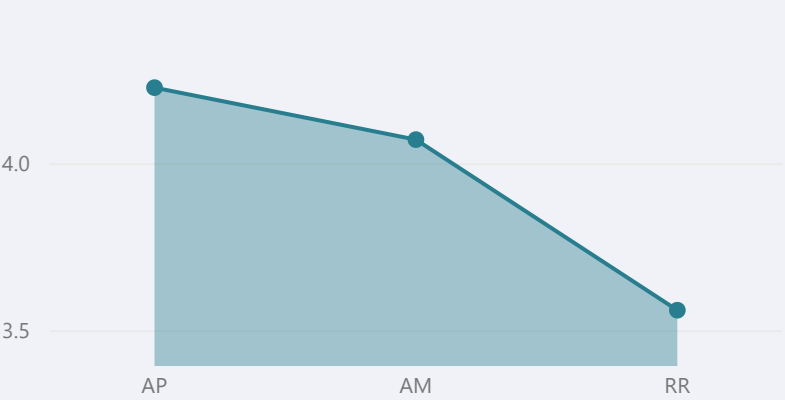
Solutions:

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 Cart 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.

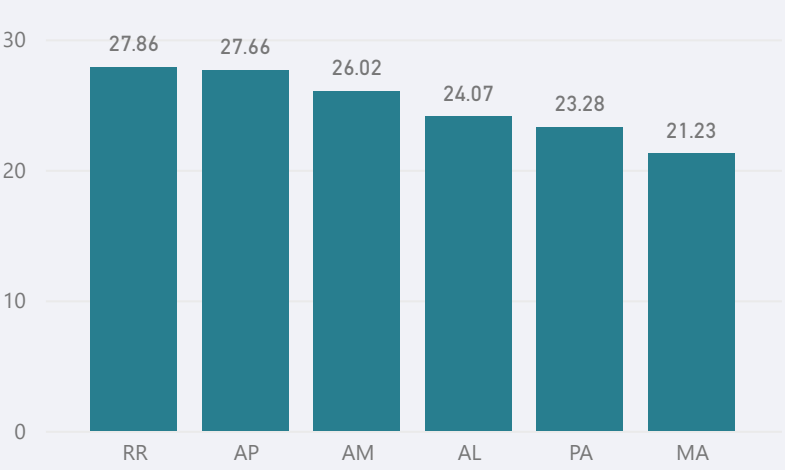
Our Customer Satisfaction is affected by 2 main reasons , Most of cancelled orders have been cancelled because of high Delivery days (with average 18 days) and second reason is the huge difference between estimated delivery date and actual date.

-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.

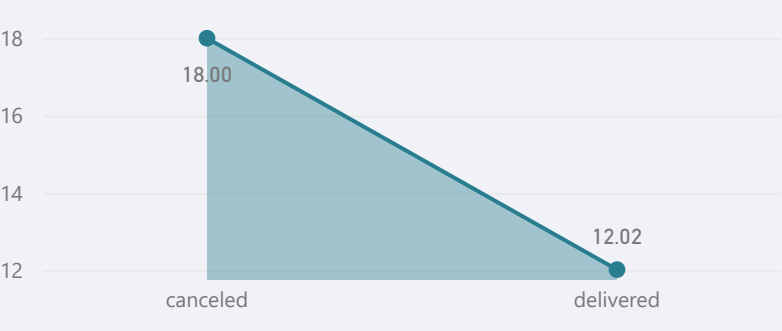
Average of Reviews



Highest Delivery Days Average and States



Average of Delivery Days and Order Status



Average of Estimated days and Delivered and Status

