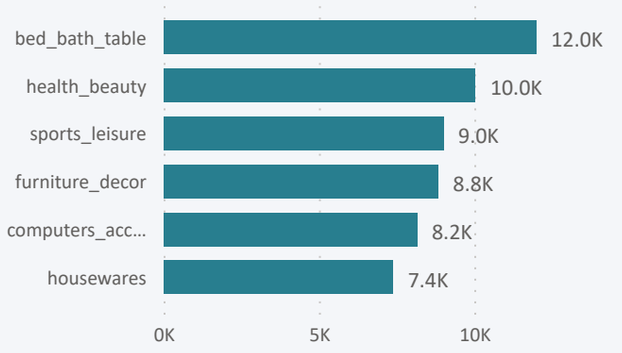
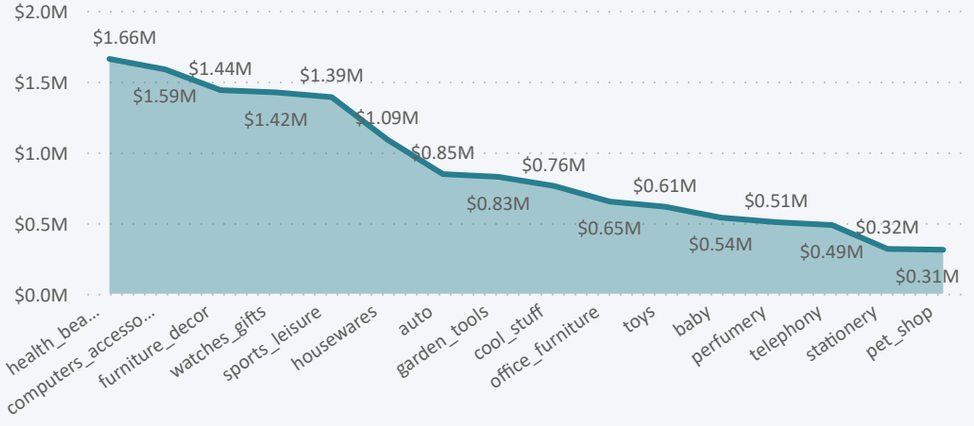
ZA E-Commerce Analysis

Total Prodcuts	Unique Customers	Revenue from Delivered Orders	Delivered Orders	Pending Revenue
32.33K	94.09K	$19.64M	114.07K	$371.28K

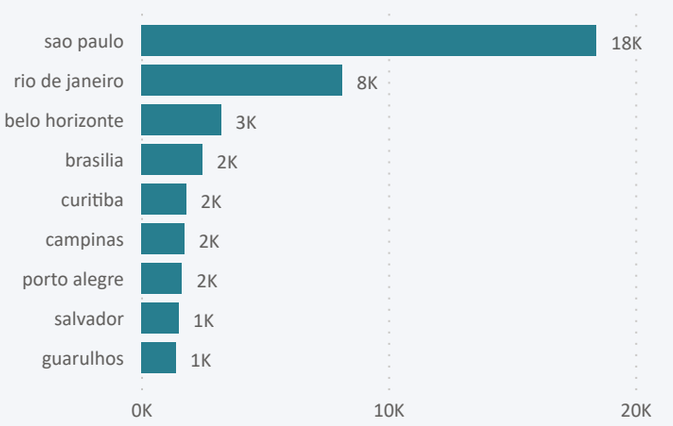
Hottest Categories (Most Selled)



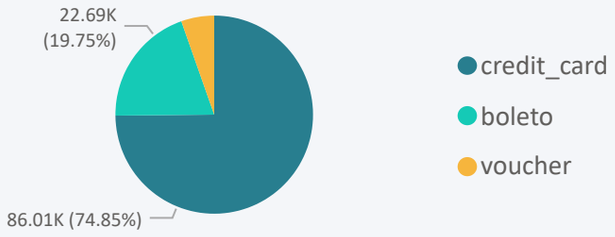
Revenue by Product Catgeory



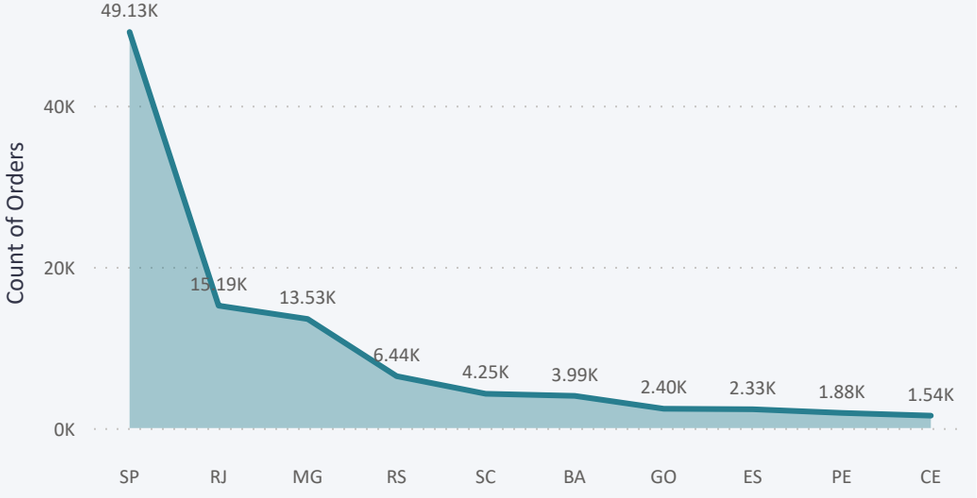
Count of Orders by City



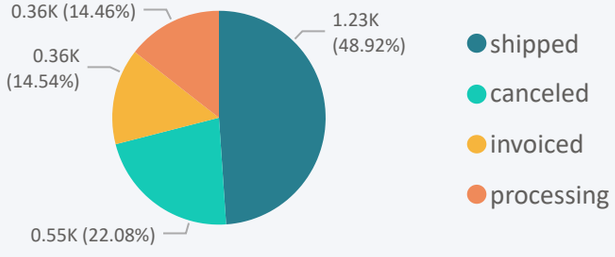
Payment Types



Count of Orders by each State



Undelivered Orders



Cancelled and Pending Revenue

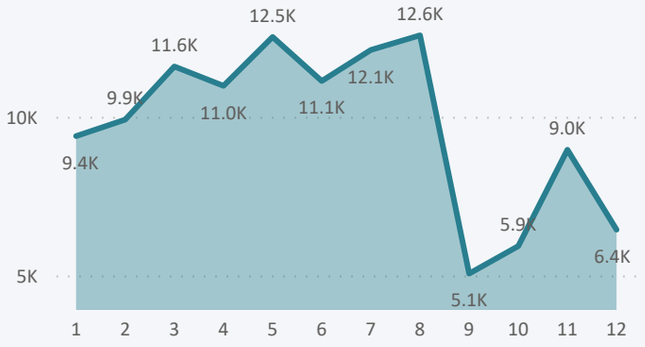
canceled
149,135.98

invoiced
80,872.65

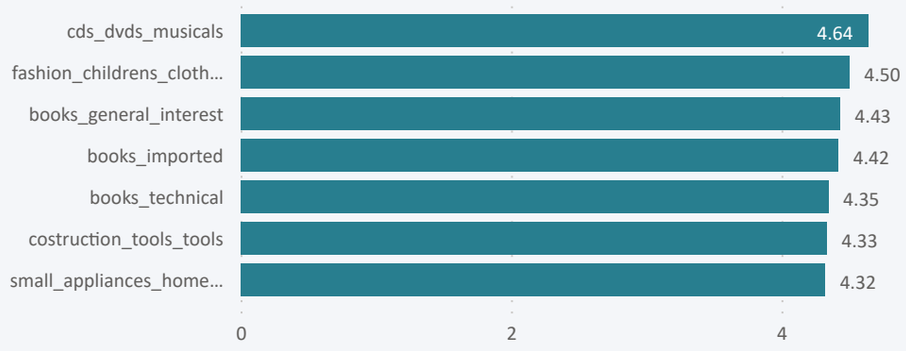
processing
98,395.64

shipped
191,712.99

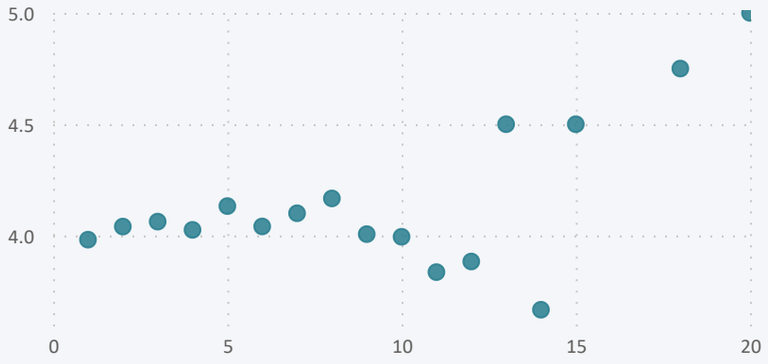
Orders over Months



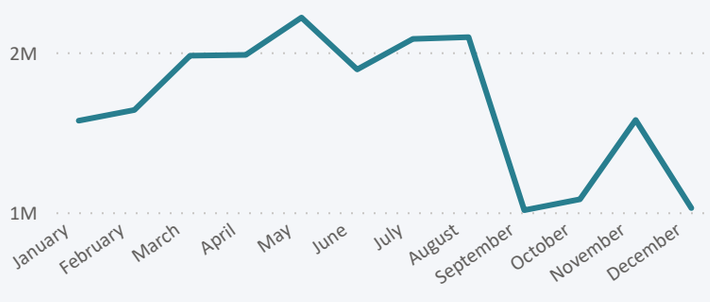
Highest Rated Categories



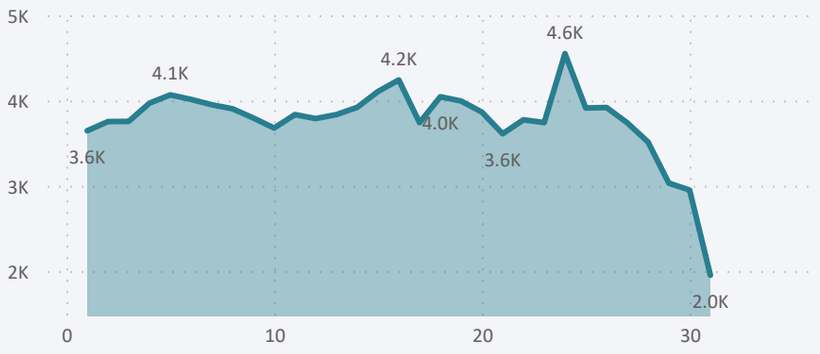
Average of Review Score and No of Photos



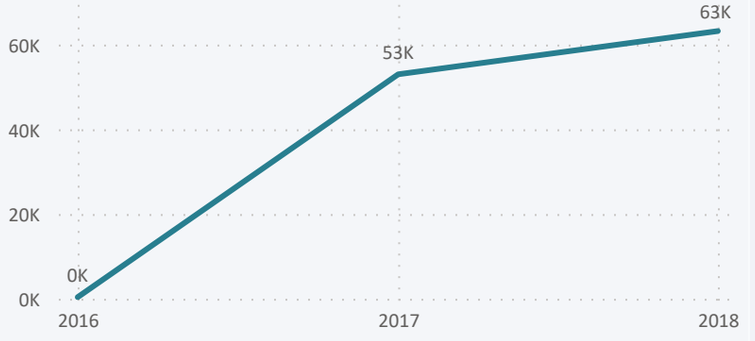
Sum of Revenue per Month



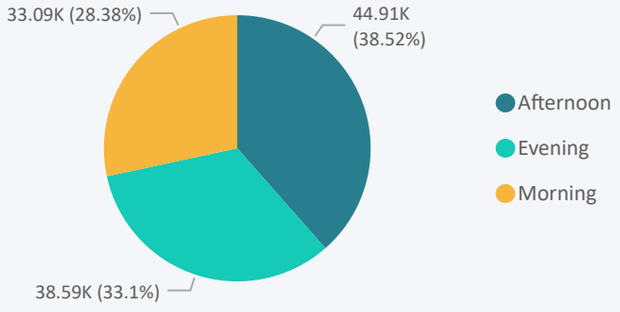
Orders over Days



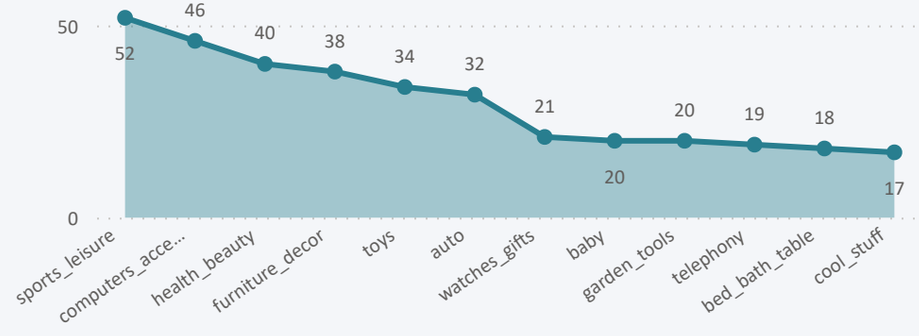
Orders over Years



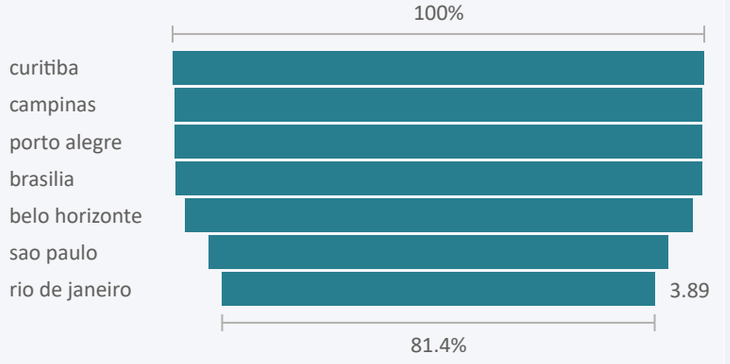
Orders over Day Period



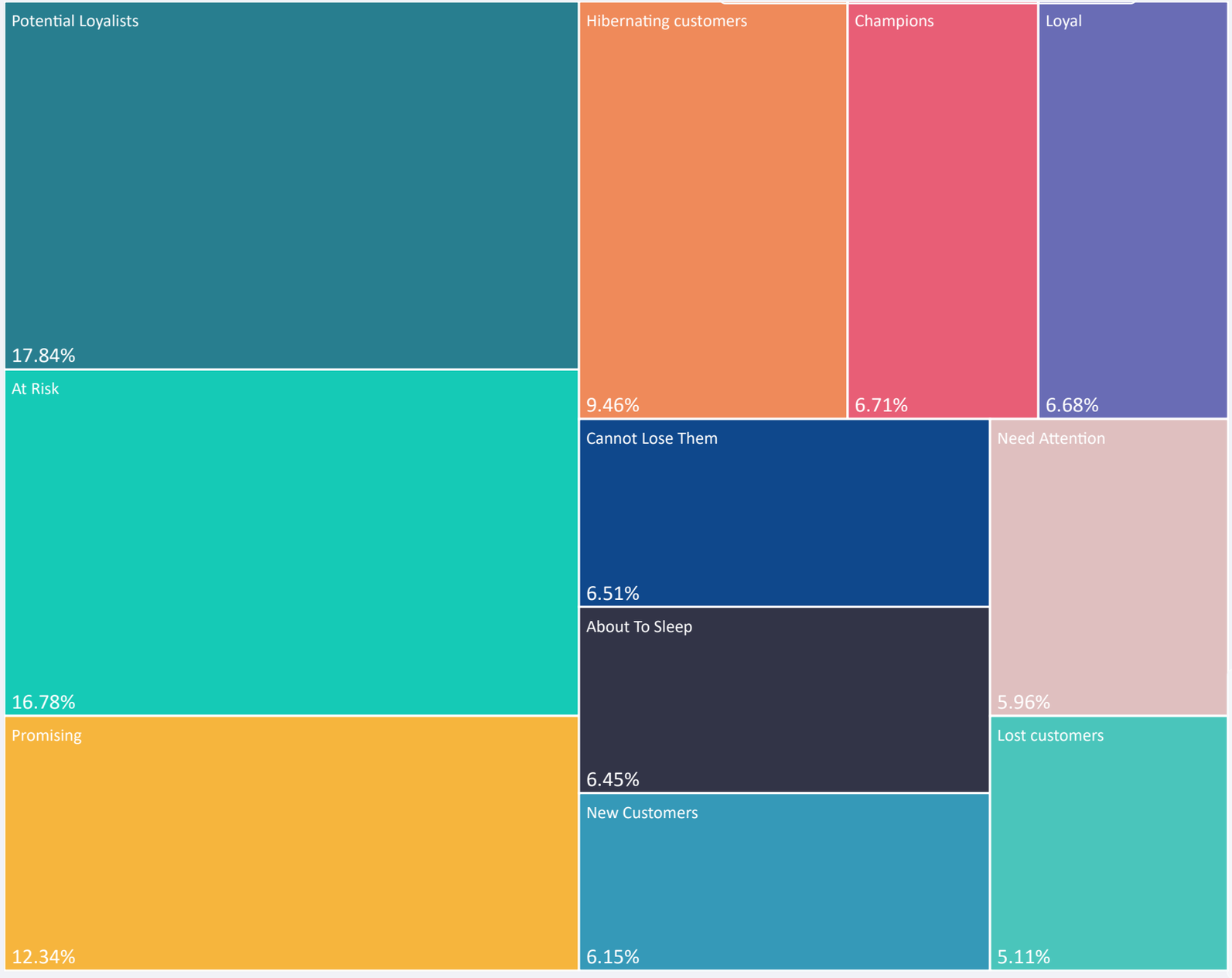
Most Cancelled Categories

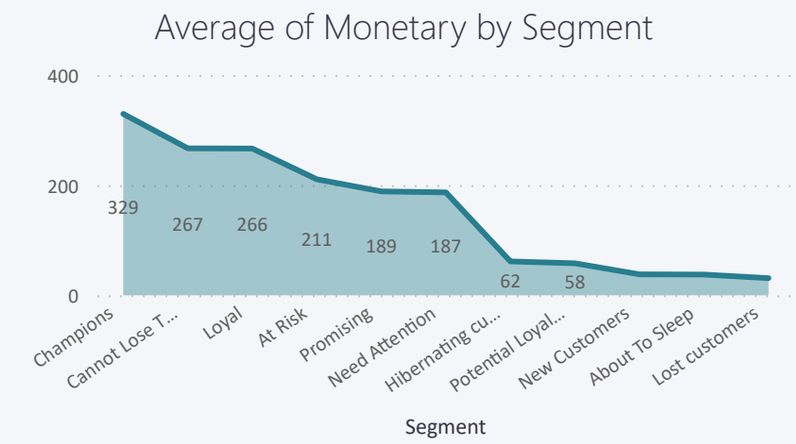


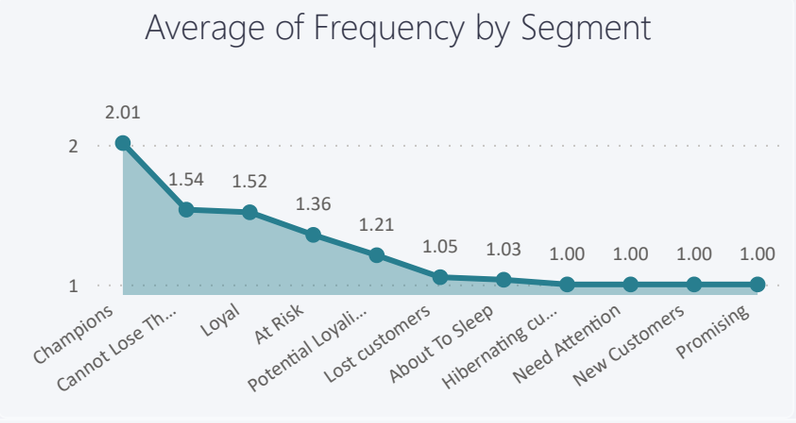
City and Average Review Score

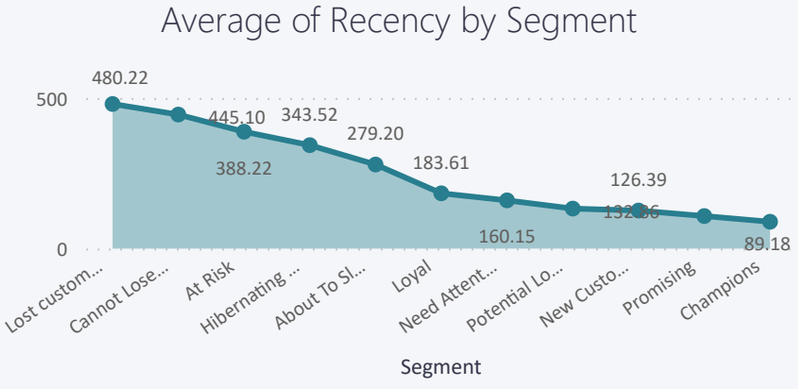


Customer Segmentation

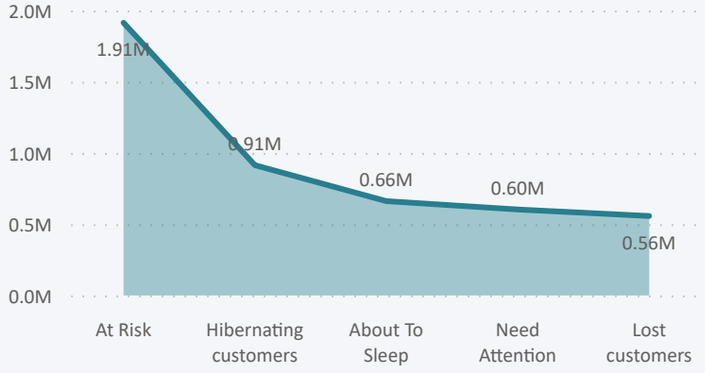




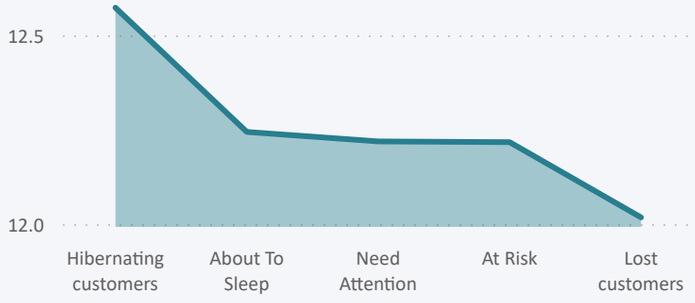




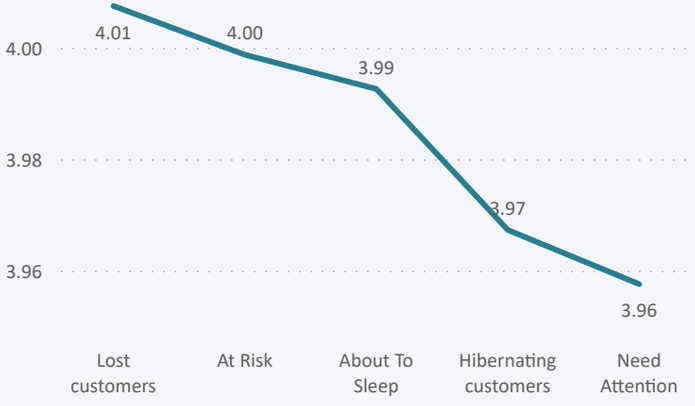
Sum of Prices by Risky Segments



Average of Delivery Days by Risky Segment

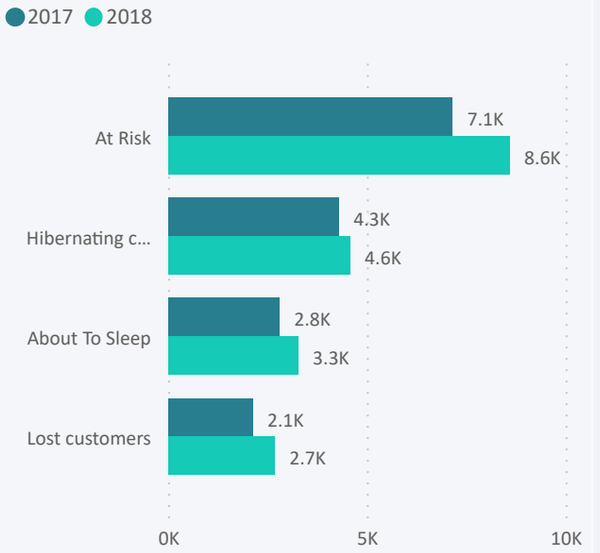


Average of Review Score by Risky Segment

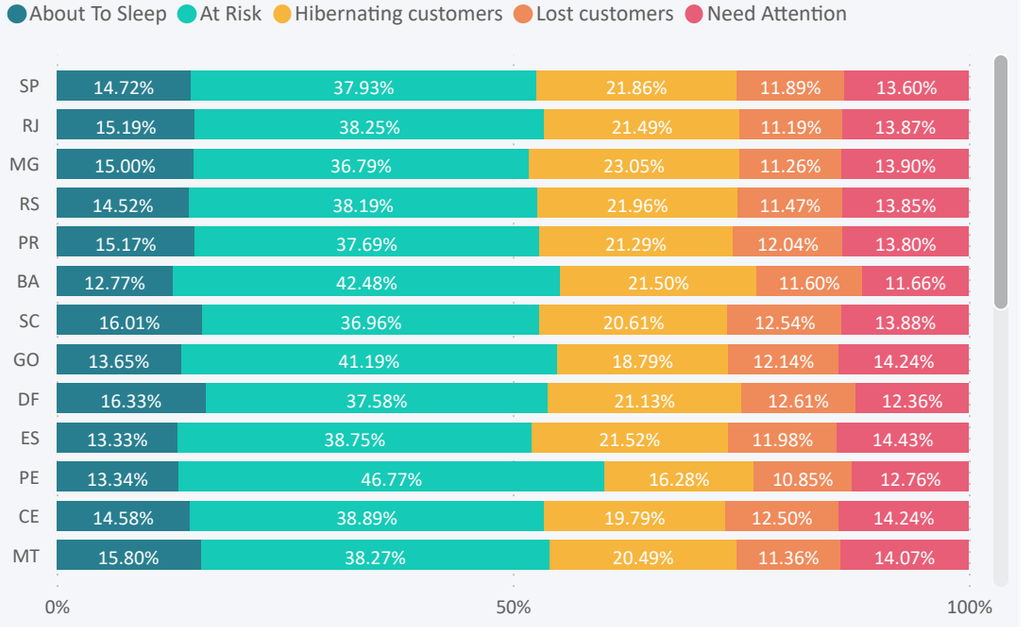


Are Risky Segments Seasonal?

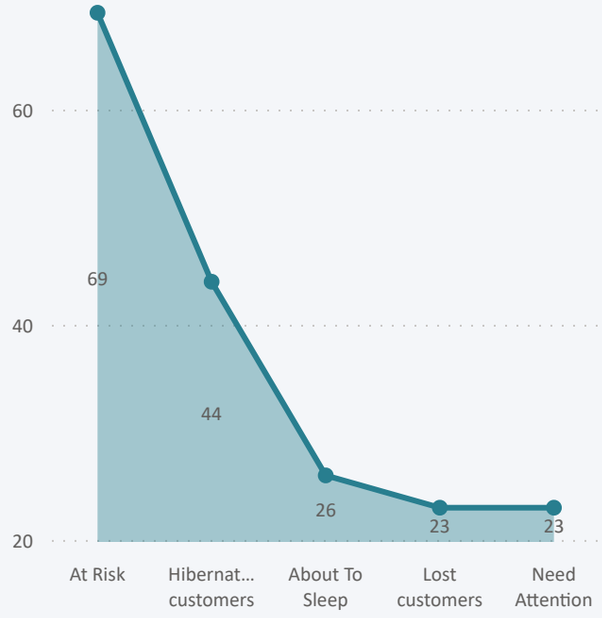
Risky Segments and Years



States and Risky Segments



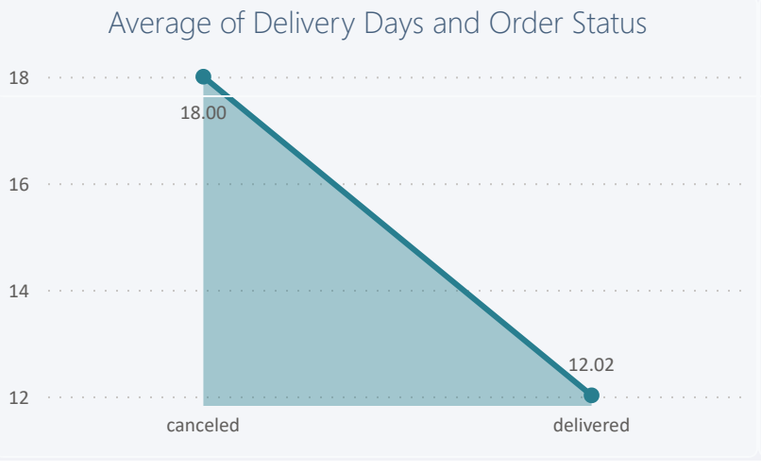
Cancelled Orders and Risky Segments

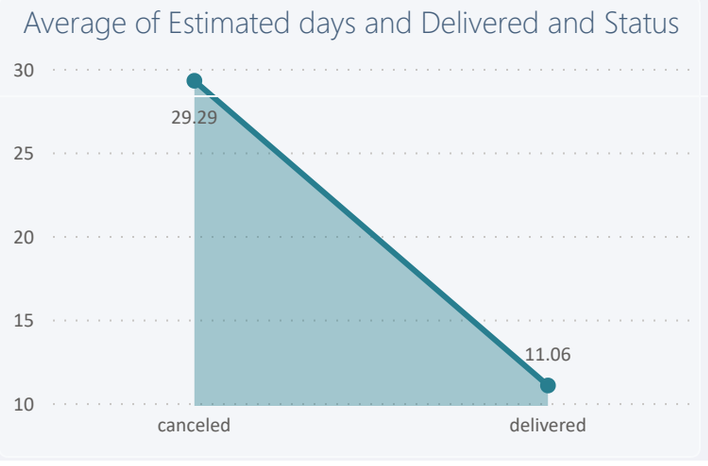
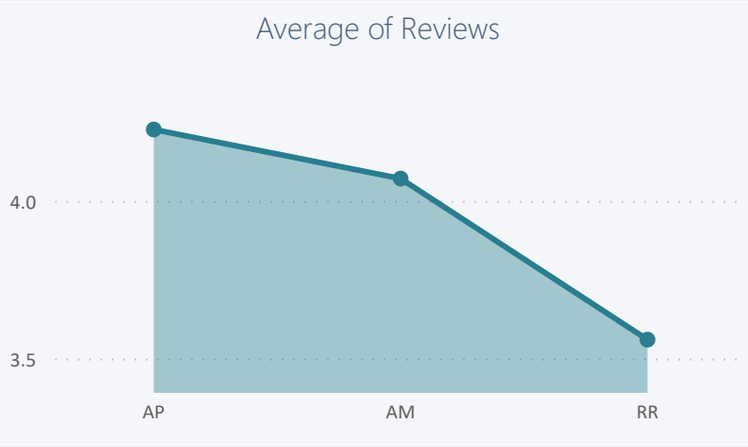
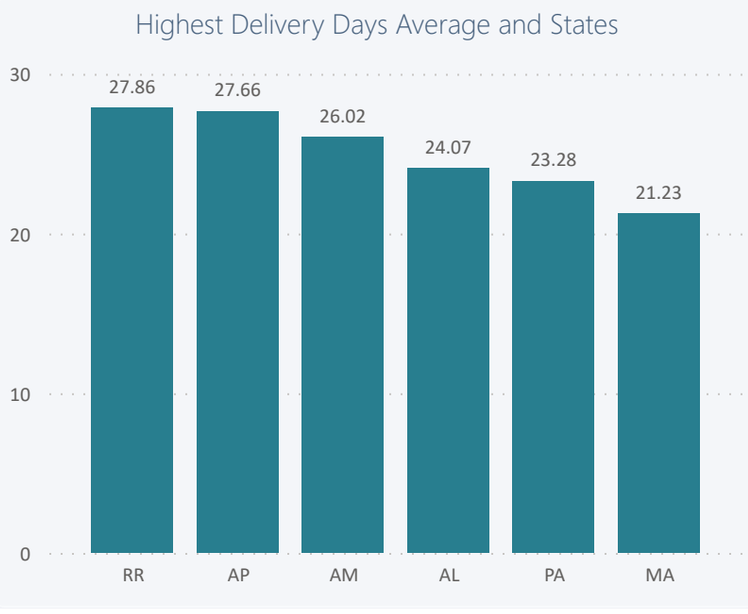


-Overview:
The eCommerce market has evolved from a simple concept of brick-and-mortar retail to a shopping ecosystem that involves multiple devices and store concepts. Many players from both online and offline retail are moving towards multi-channel strategies and are continuously reinventing the way 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 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.