

Embrace the story of casual e-commerce data

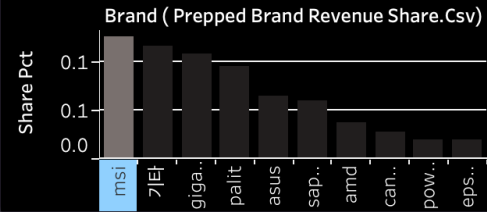
E-commerce__Data Slice Analysis

• Sales Performance and Customer Journey Funnel

KPI_TotalRevenue

¥5,125,114
-KPI_MoM
542.4%
-WoW Pct
535.2%

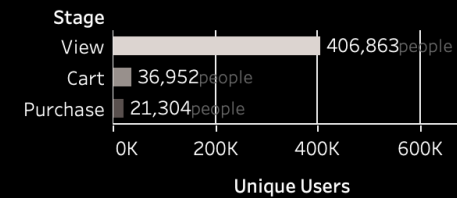
TOP10Brands



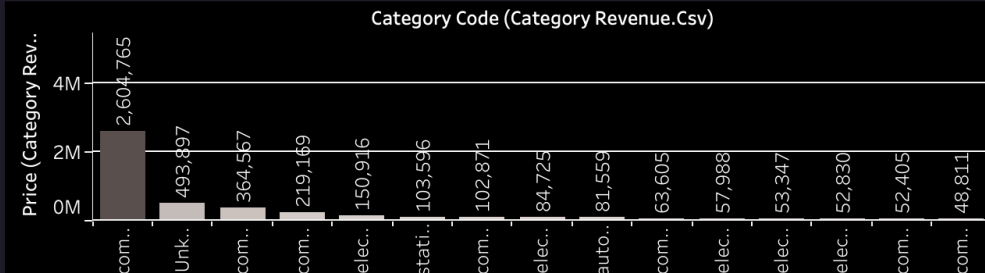
KPI_Funnel

Metric	
Cart→Purchase Conversio..	57.7%
Cart→Purchase Drop-off %	42.3%
View→Cart Conversion %	9.1%
View→Cart Drop-off %	90.9%
View→Purchase Conversi..	5.2%

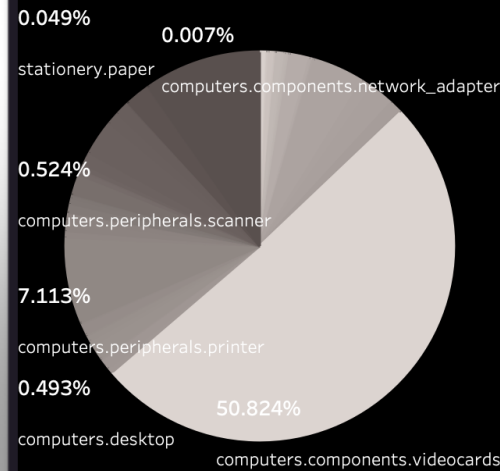
Customer Journey Funnel Dashboard



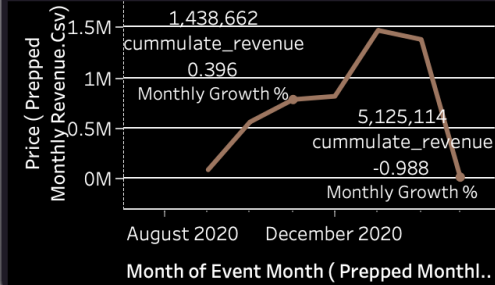
category_price



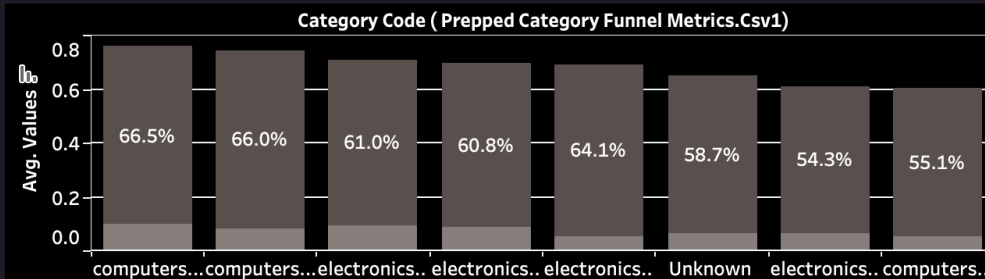
Pie_CategoryShare



Monthly sales trend



Stacked_CategoryConversion



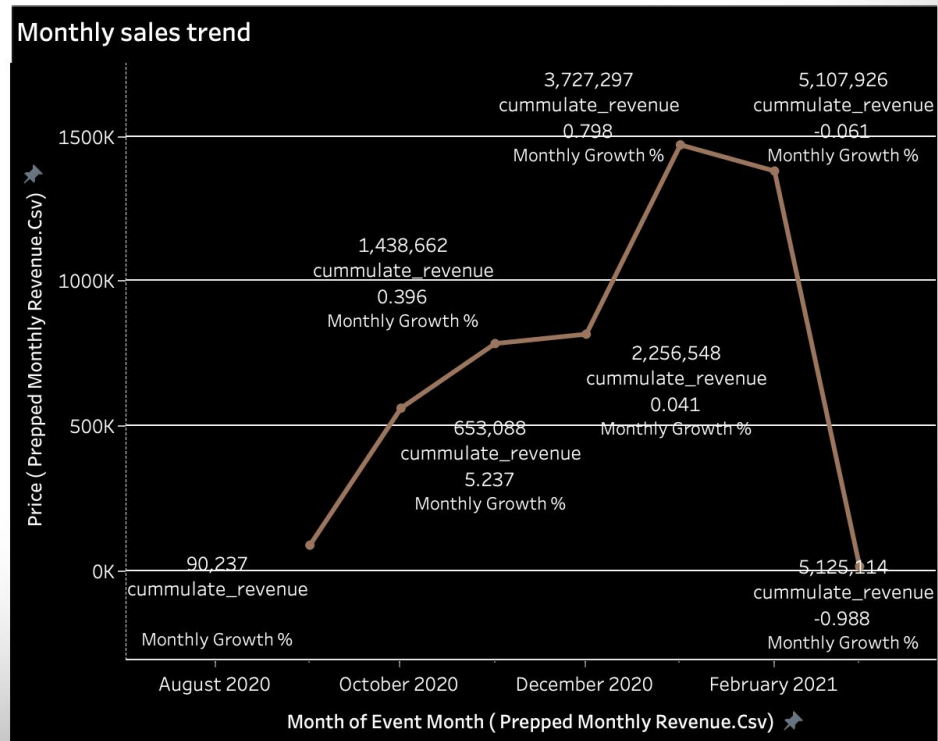
category_Funnel

		Category Code (Prepped Category Funnel ..						
Cart	10K	8,140	4,195	1,287	878	848	237	147
	50%	4,779	2,559	856	477	516	152	81
View % of ..	100K	9,944	4,736	2,702				
		Unkno..	electr..	comp..	electr..	electr..	electr..	comp..

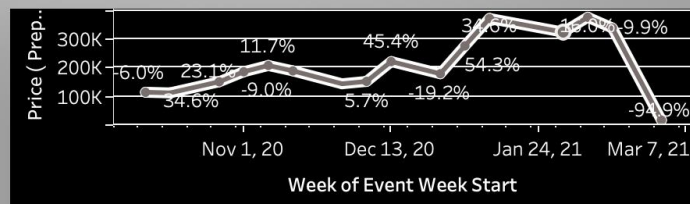


MONTHLY/WEEKLY SALES TREND LINE CHART

SALES



weekly_revenue

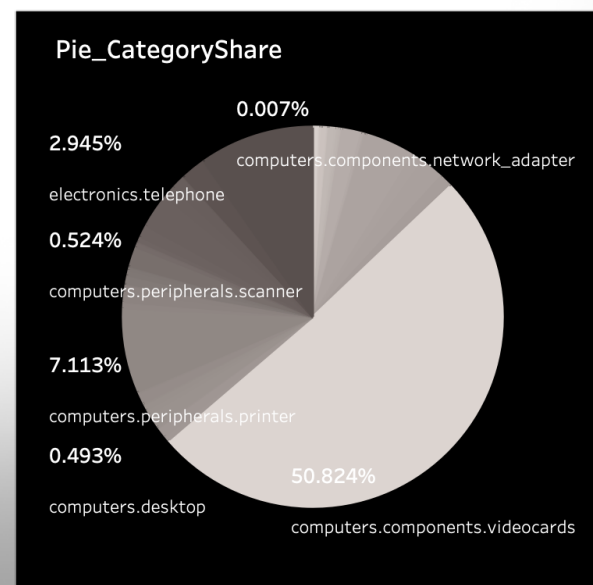
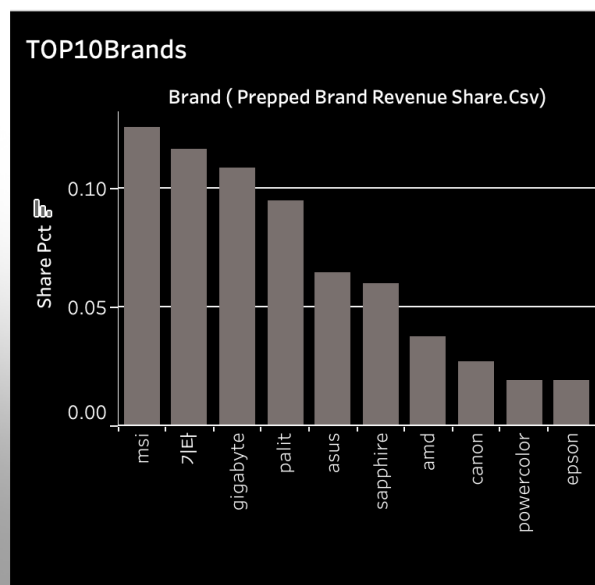


analyze sales trends



TOP10 BRANDS SHARES

SALES



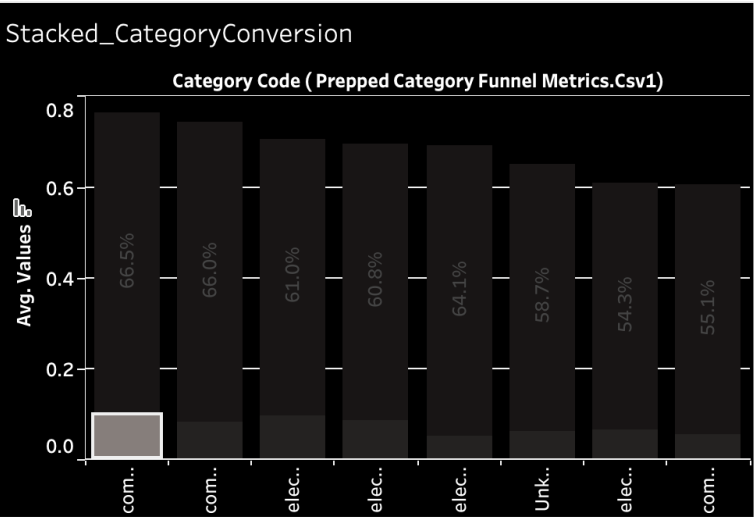
analyze sales trends



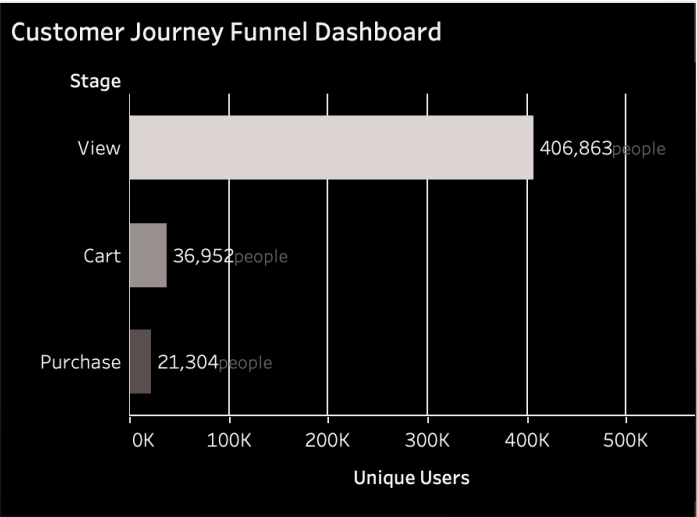
CUSTOMER FUNNEL

FUNNEL CHART

Metric	
Cart→Purchase Conve..	57.7%
Cart→Purchase Drop..	42.3%
View→Cart Conversio..	9.1%
View→Cart Drop-off %	90.9%
View→Purchase Conv..	5.2%

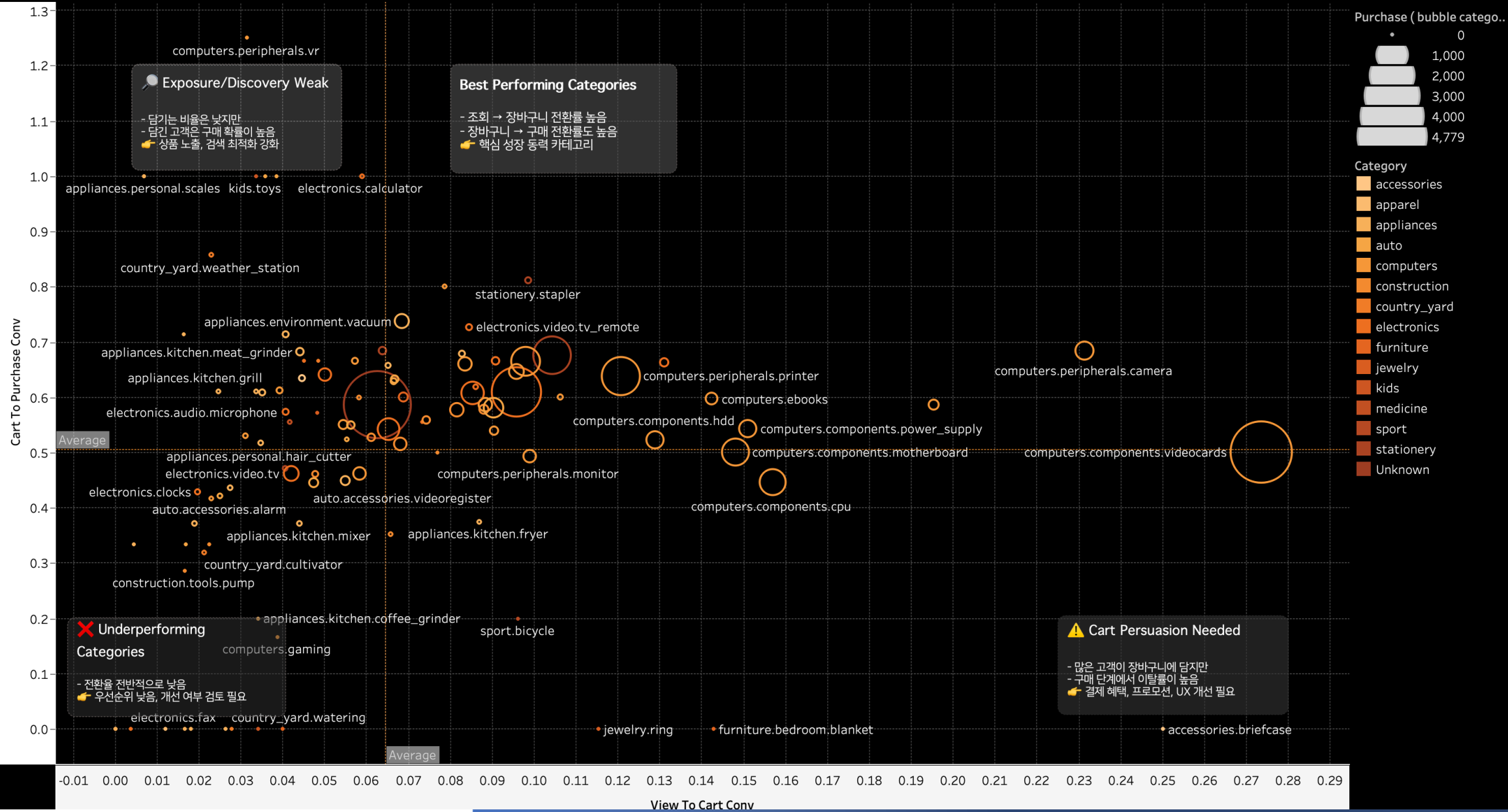


- Metrics
- ☒ Cart→Purchase Conve..
 - ☒ View View→Cart Conve..



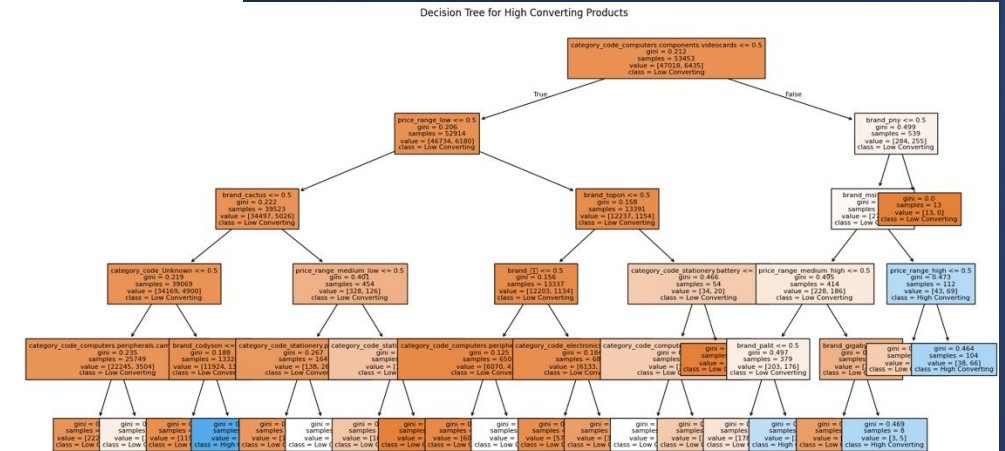
- Stage
- View
 - Cart
 - Purchase

analyze sales trends



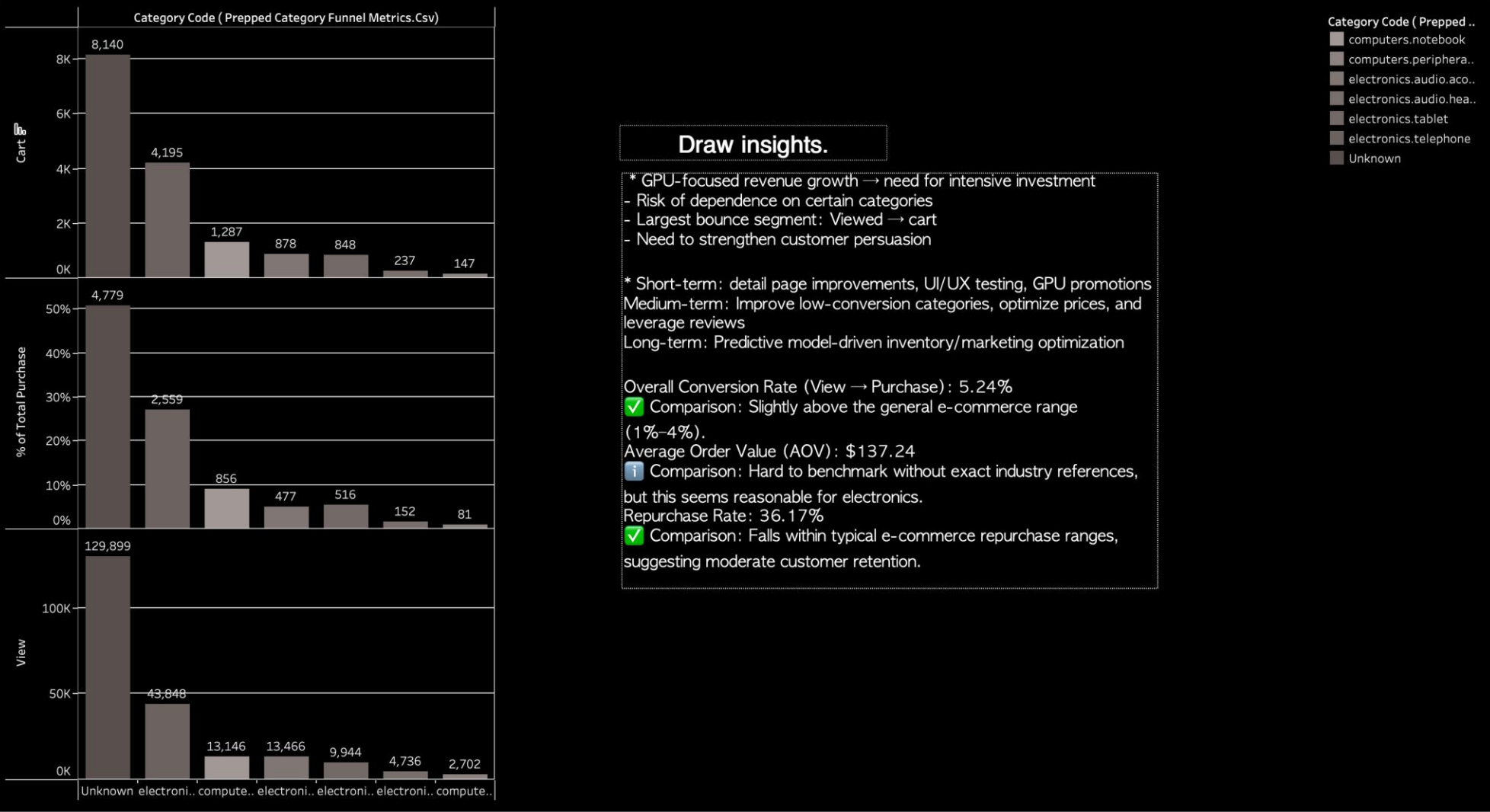
Decision Tree & key findings

- “By turning data into foresight, we can anticipate customer intent, proactively retain high-value users, minimize cart abandonment, and elevate service quality—ensuring sustainable growth and stronger customer loyalty.”
- Overall Conversion Rate: 5.24% (slightly above industry avg 1–4%)
- Average Order Value (AOV): \$137.24
- Repurchase Rate: 36.17% (typical e-commerce retention)
- Summary: Conversion and retention are strong, AOV reflects electronics product mix.



[E-commerce Platform]데이터 기반 성과 분석 및 성장 전략 제안

핵심 성과 요약: 우리는 지금 어디에 있는가?	매출 추이	주요 카테고리 및 브랜드 성과	고객 행동 분석: 고객은 어떻게 구매까지 이르는가?	CategoryFunnelBubble s버블 차트 관..	Decision Tree	Conclusion
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Key Customer Inferences

Strategic Sales Actions

1. Proactive Retention: Personalized campaigns for at-risk customers
2. Conversion Optimization: Streamline UX, incentives at checkout
3. Real-Time Personalization: Recommendations, dynamic promotions
4. Service Quality Enhancement: Feedback monitoring, proactive care

Anticipating shifting customer intent
→ adapt offers in real-time

Identifying at-risk segments early →
build loyalty & reduce churn

Optimizing checkout & reducing
friction → minimize cart
abandonment

Enhancing service quality → proactive
monitoring & rapid response