

ASAP IDEA FEST

MONTHLY IDEATHON SERIES
DECEMBER 2025

Data Analytics for Smarter E-Commerce Decisions

Insight Innovators

Presenter Details

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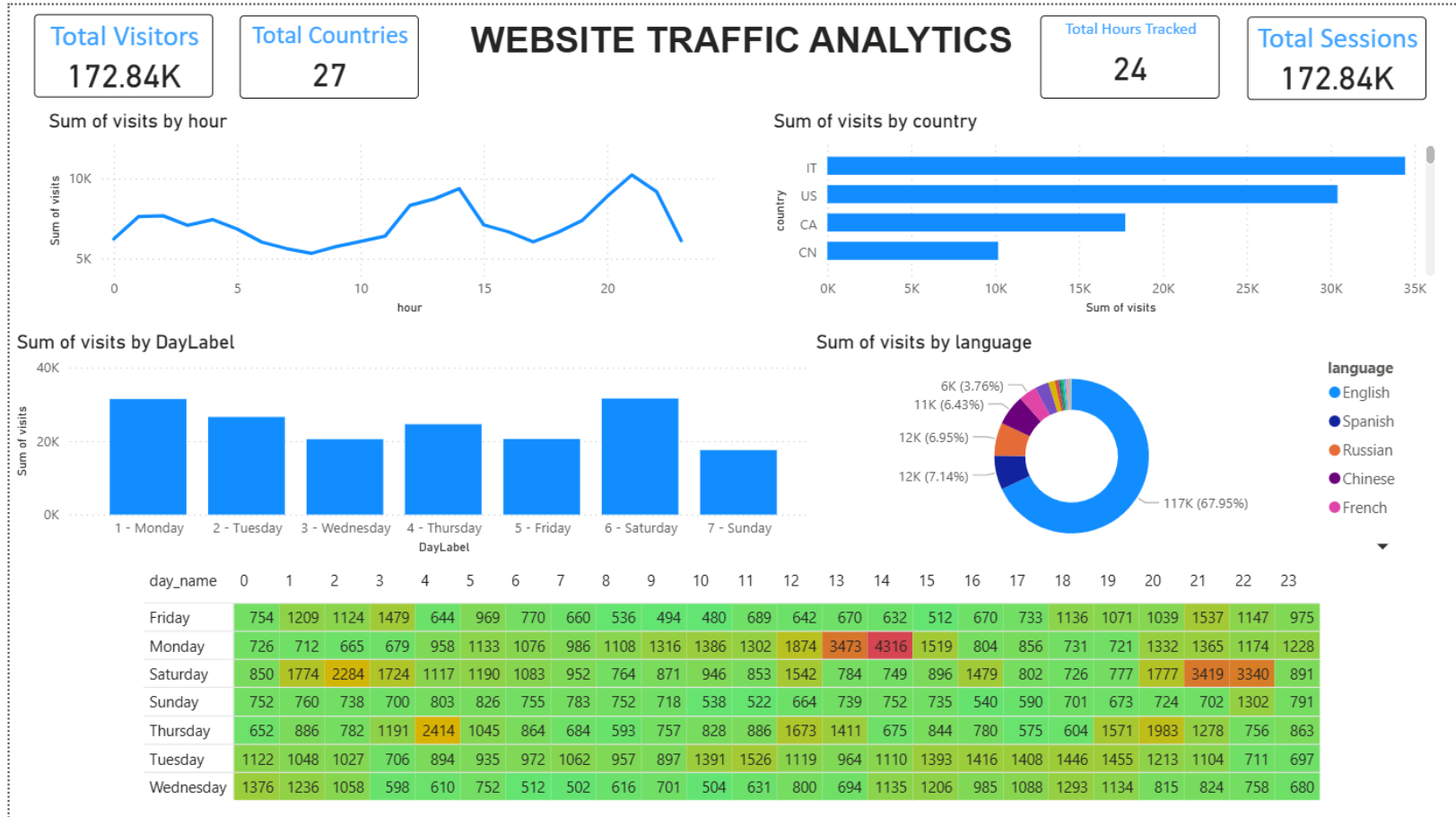
Problem Statement

E-commerce platforms generate large volumes of user and sales data. However, without proper analysis, businesses fail to understand customer behavior, peak sales hours, and revenue trends. This leads to poor decision-making and loss of potential revenue.

Proposed Solution

- Build a data-driven analytics system to analyze e-commerce website logs
- Analyze key data: users, age, gender, country, device, sales & returns
- Perform data cleaning, transformation, and categorization
- Create interactive Power BI dashboards for insights
- Identify traffic trends, user behavior, peak sales hours, and top regions
- Enable better marketing, customer targeting, and sales optimization

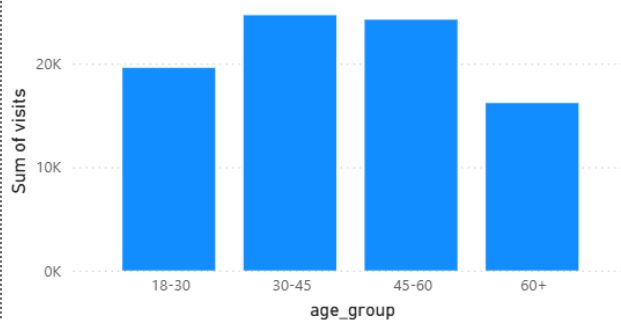
Website Traffic Analytics



User Behaviour Insights

USER BEHAVIOUR INSIGHTS

Sum of visits by age_group



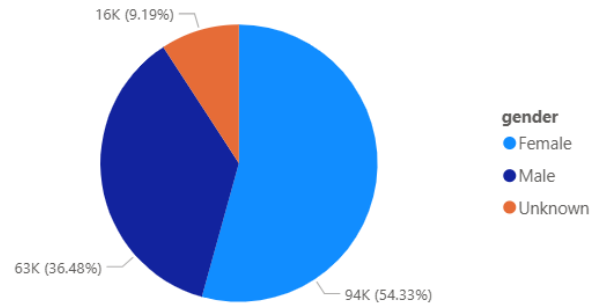
134K

New Users

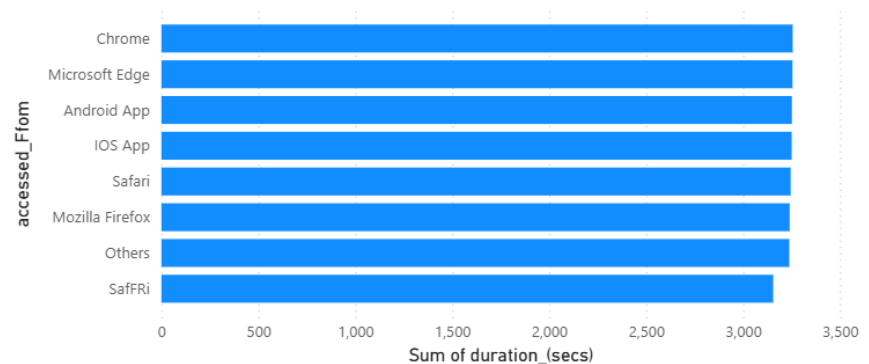
3016

Returning Users

Sum of visits by gender



Sum of duration_(secs) by accessed_Ffrom



Sales & Revenue Insights

Total Sales
71.10M

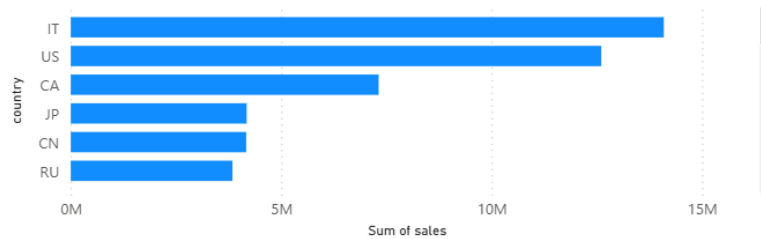
Avg Sales per Hour
2.96M

SALES & REVENUE INSIGHTS

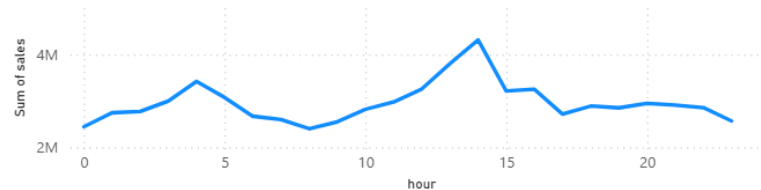
Highest Sales Hour
14

Highest Revenue Country
IT

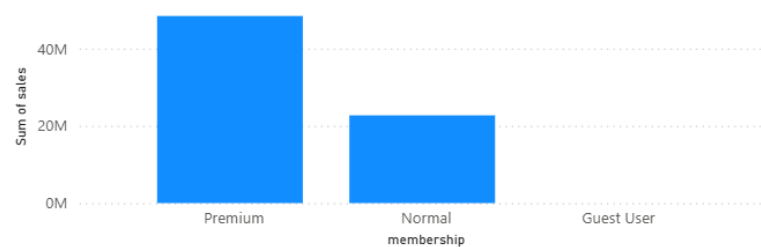
Sum of sales by country



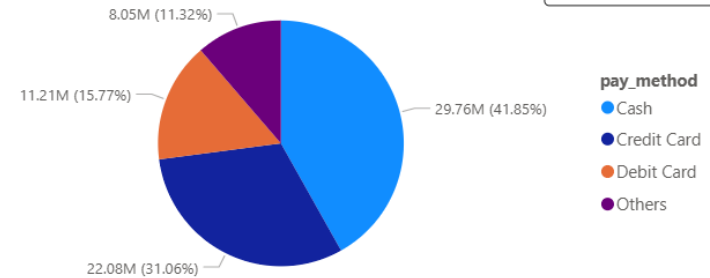
Sum of sales by hour



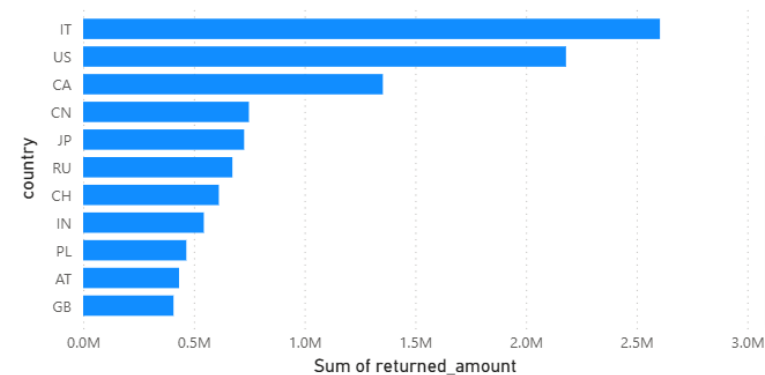
Sum of sales by membership



Sum of sales by pay_method



Sum of returned_amount by country



Impact and Benefit

- Helps businesses understand customer behavior clearly
- Improves marketing decisions using data-driven insights
- Identifies peak hours for promotions and sales campaigns
- Highlights high-value customers and regions
- Supports better inventory and return management
- Enables faster and smarter decision-making

THANK YOU