

ASAP IDEA FEST

MONTHLY IDEATHON SERIES
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Data Analytics for Smarter E-Commerce Decisions

Insight Innovators

Presenter Details

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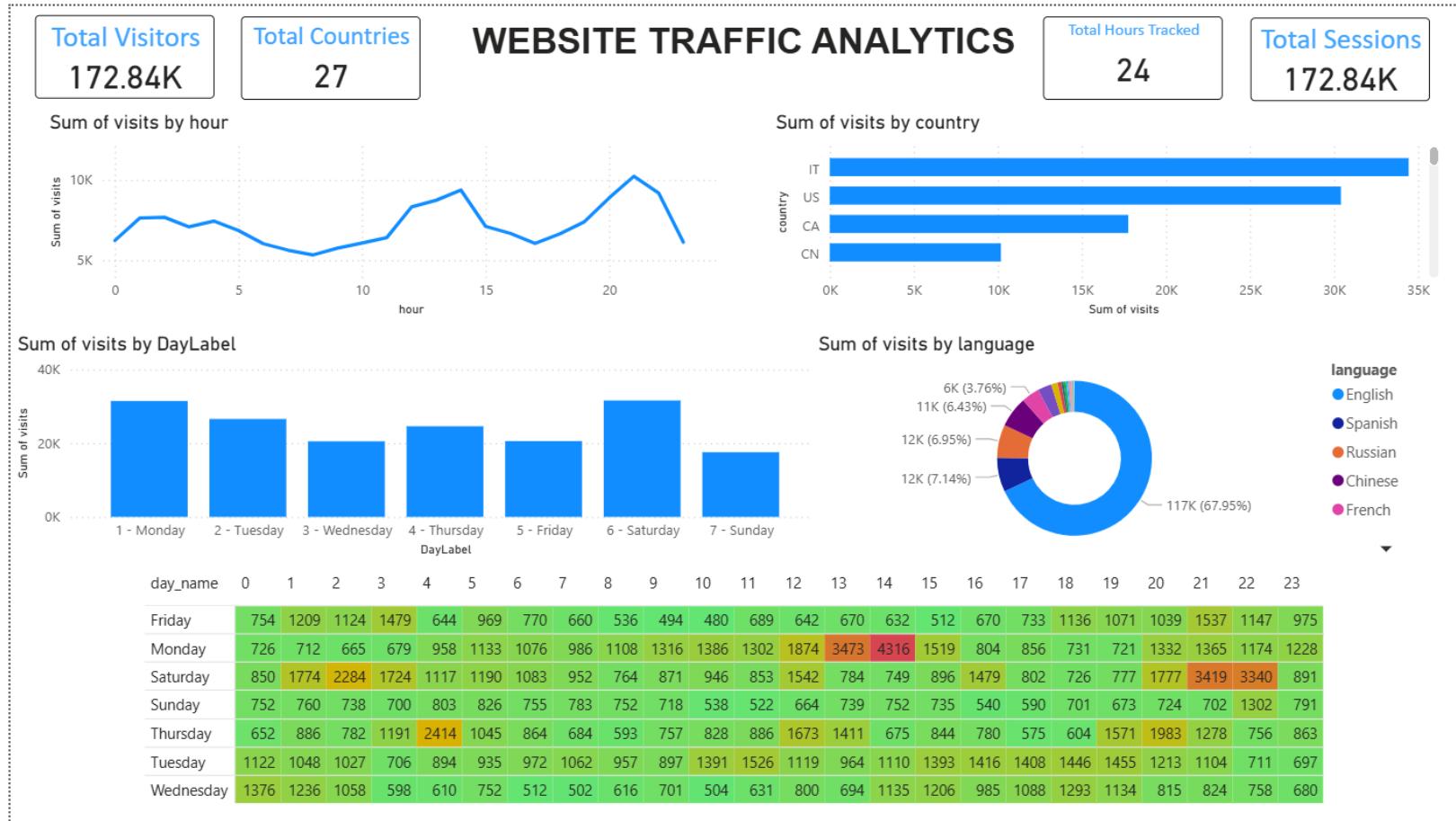
Problem Statement

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

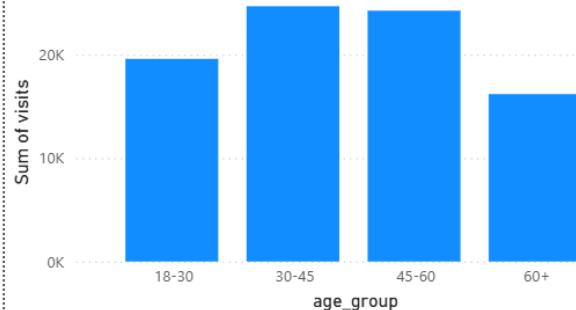
Website Traffic Analytics



User Behaviour Insights

USER BEHAVIOUR INSIGHTS

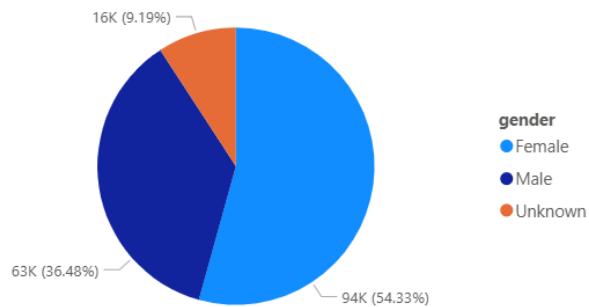
Sum of visits by age_group



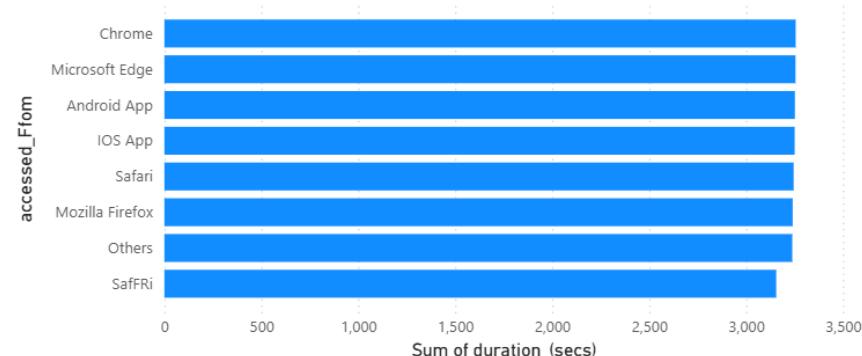
134K
New Users

3016
Returning Users

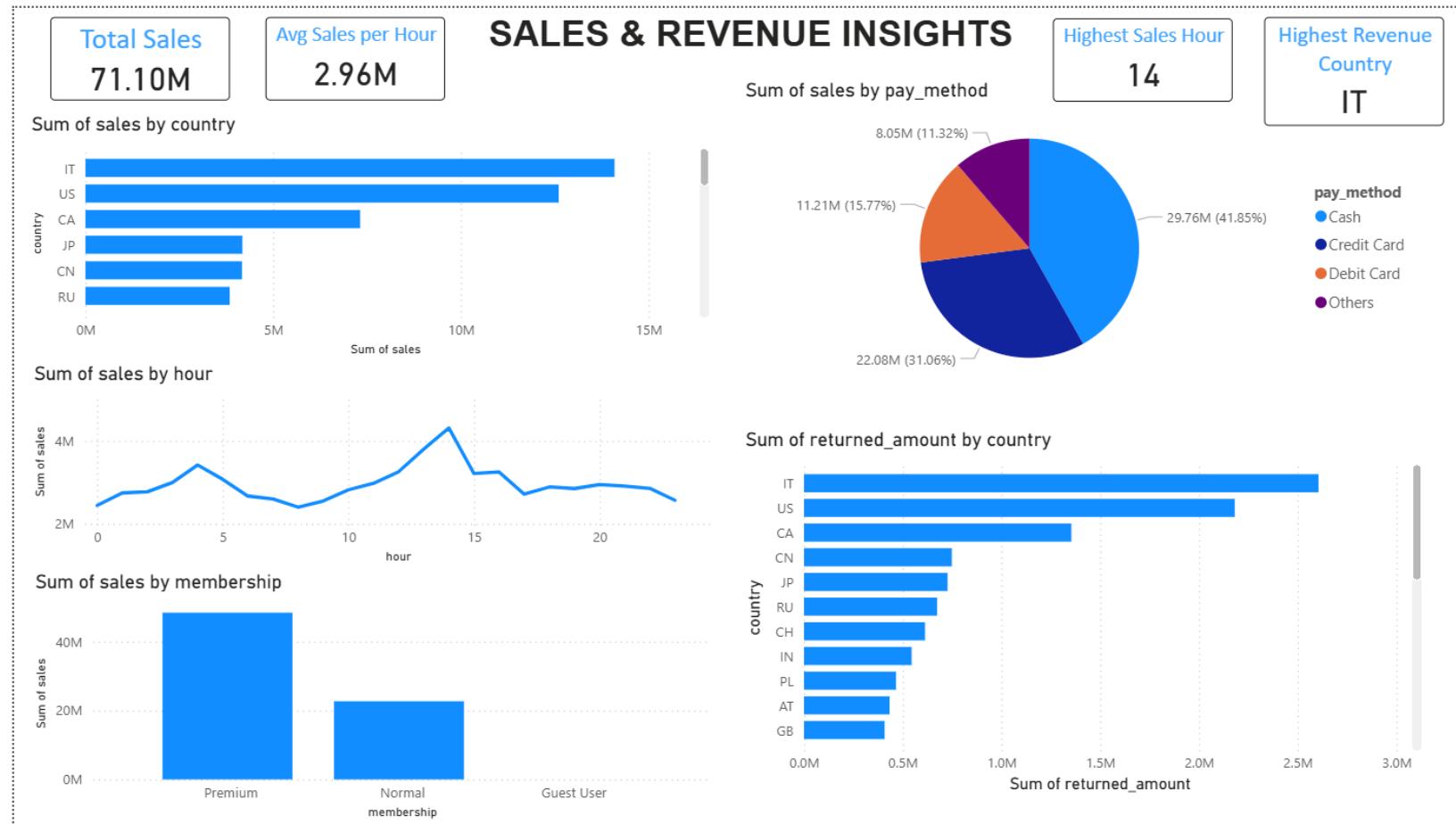
Sum of visits by gender



Sum of duration_(secs) by accessed_Ffrom



Sales & Revenue Insights



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