# 📭 Project Scope – E-Commerce

### 📌 Project Objectives

* - Understand the entire customer journey from order to delivery.
* - Identify key trends in sales, payment, and delivery performance.
* - Explore customer satisfaction and product quality through review analysis.
* - Evaluate logistical and geographic patterns using zip code and location data.
* - Provide business recommendations to optimize fulfillment, reduce delays, and enhance customer experience.

### ❓ Business Questions

#### Alarm clock outline Over time Report

* What are the sales and orders trends over time?
* Is there seasonality in sales during the year?
* What is the lateness percent in orders over time?
* Average review score
* Average Revenue per order
* Average delivery time (vs. estimated)
* Cancellation rate

#### 🔹 Total performance Report

* Which product categories generate the highest revenue and volume?
* What is the most common payment method?
* Are there correlations between payment types and Revenue?
* What is the distribution of review scores?
* Are certain categories generate higher/lower ratings?

#### 🔹 Geography Report

* What is the average delivery time by state?
* Which shipping states face frequent delays?
* Which states have the highest concentration of customers?