

CRAFTING COMPELLING NARRATIVES: THE DATA STORYTELLING CHALLENGE E- COMMERCE SUPPLY CHAIN

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ABOUT THE DATASET



- 1st year sales 7.88 million USD
- 2nd year sales 26.41 million USD
- Increase in revenue 2.35 times

Period 04-Sep-2016 to 03-Sep-2018

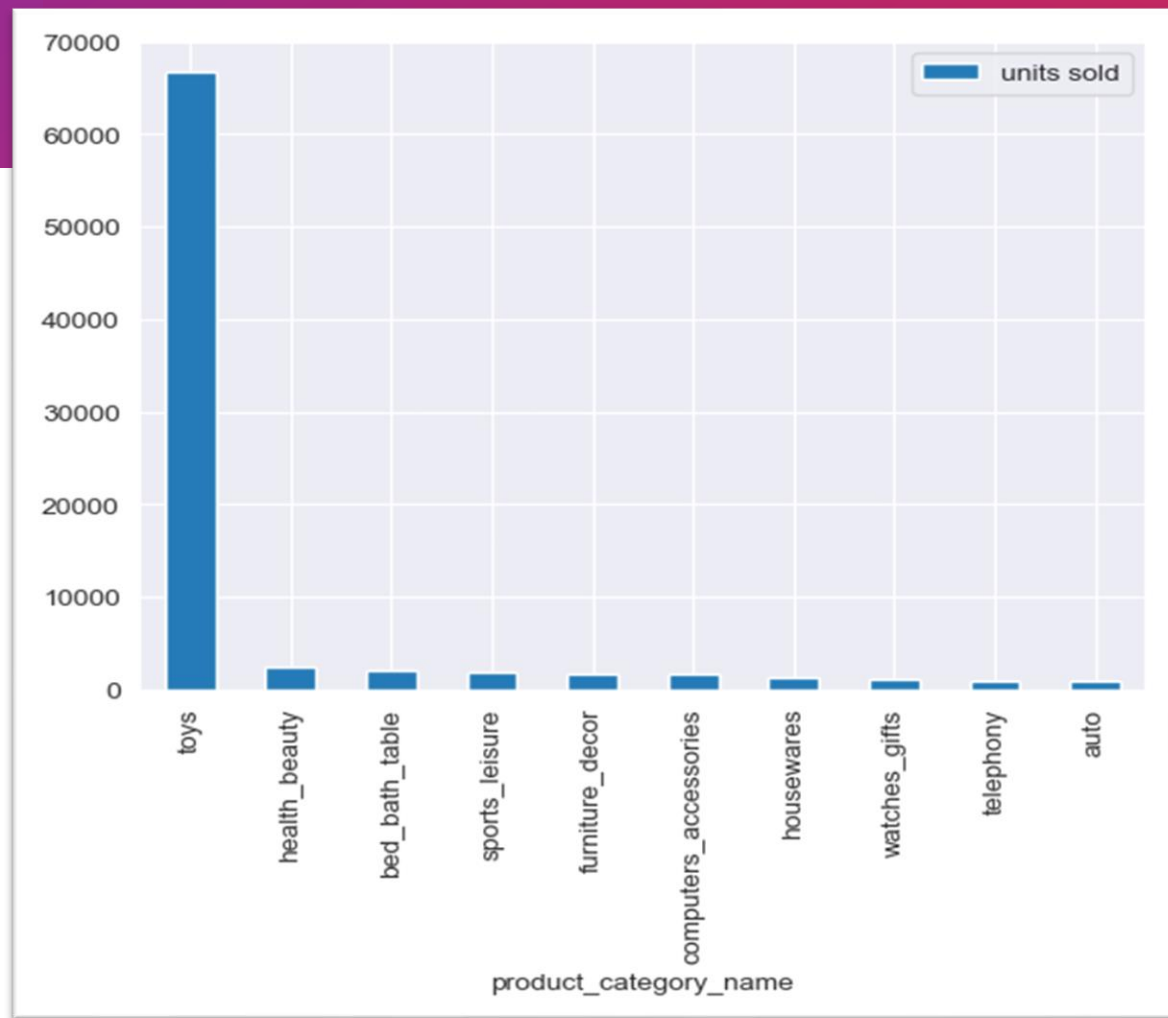
89,316 transactions

Customer belonging to 27 states & 3735 cities

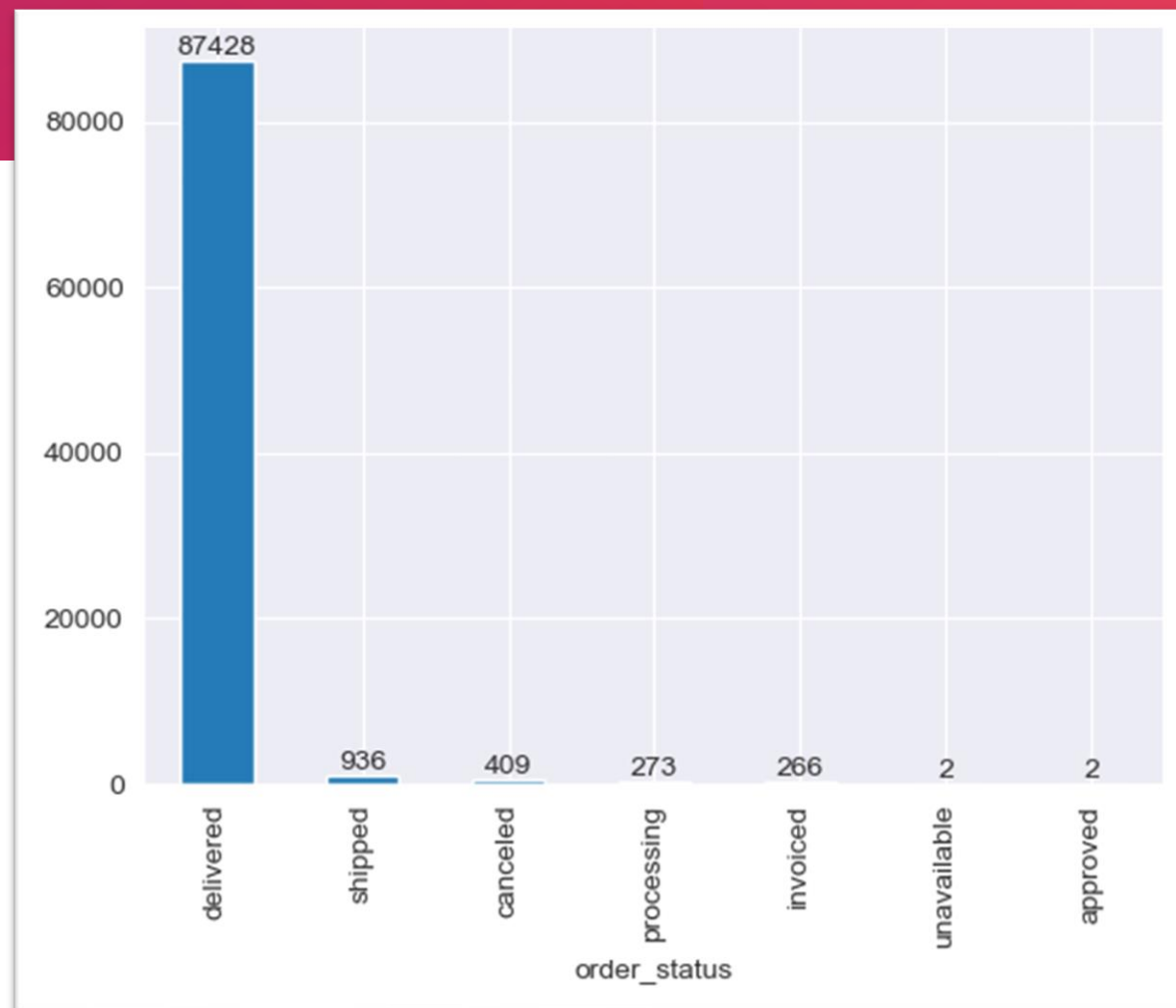
70 product categories

2929 sellers

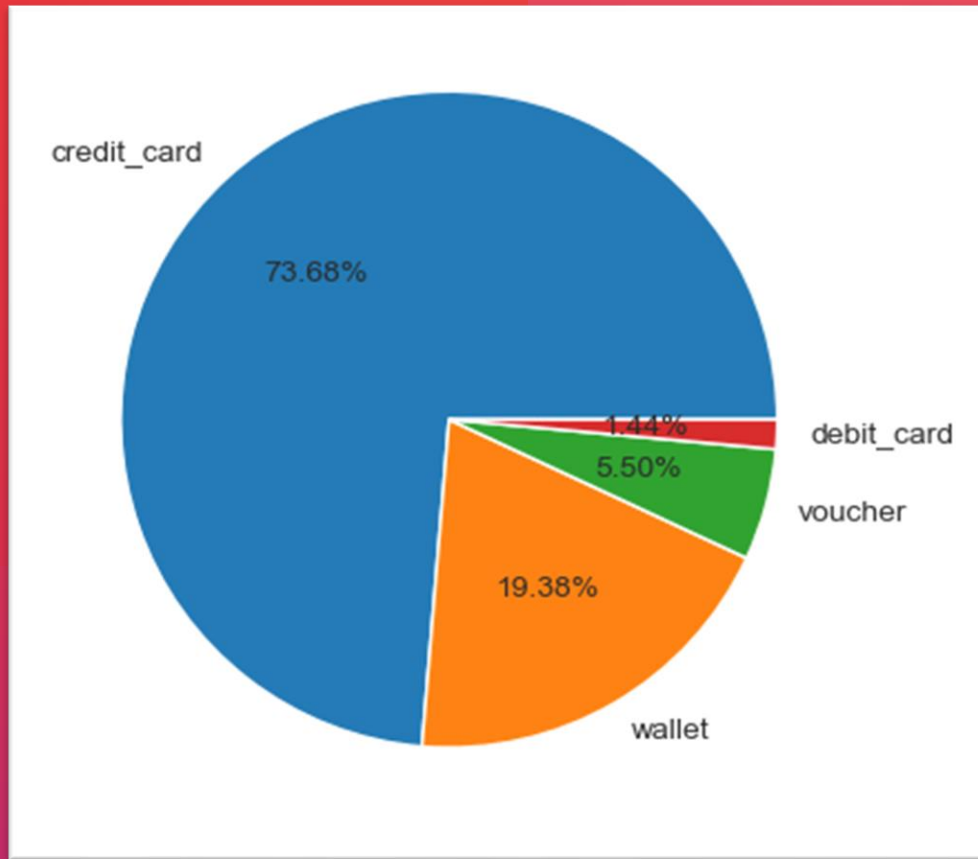
TOP PRODUCT CATEGORIES



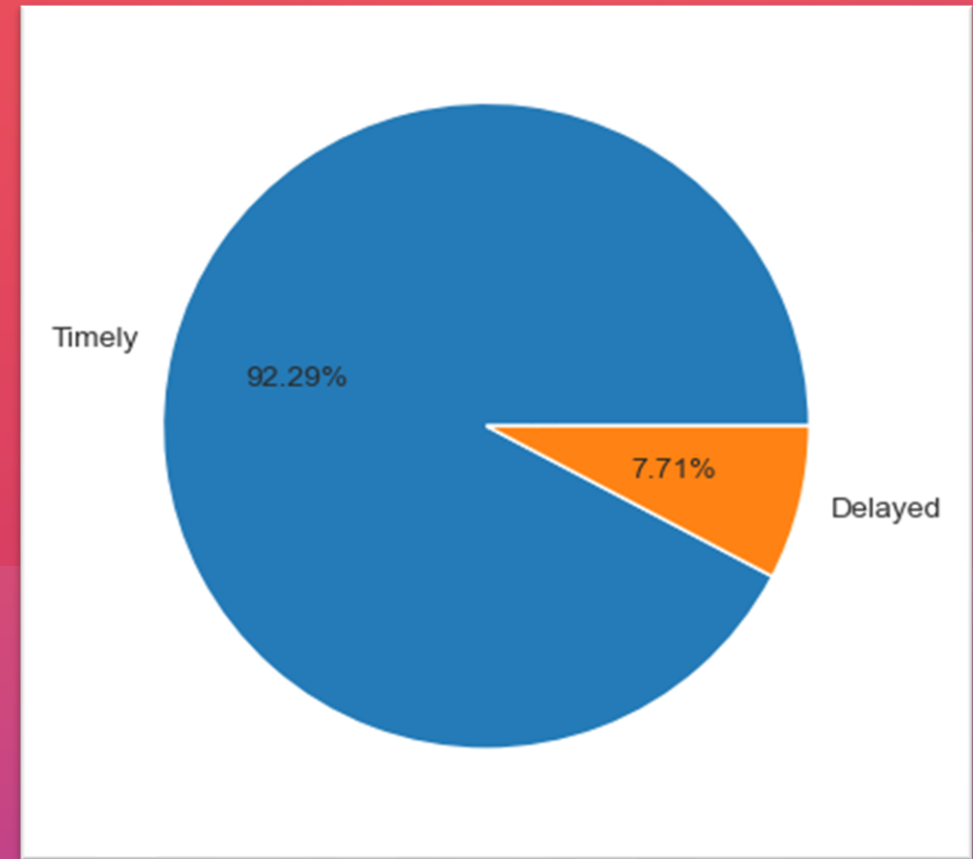
ORDER STATUS



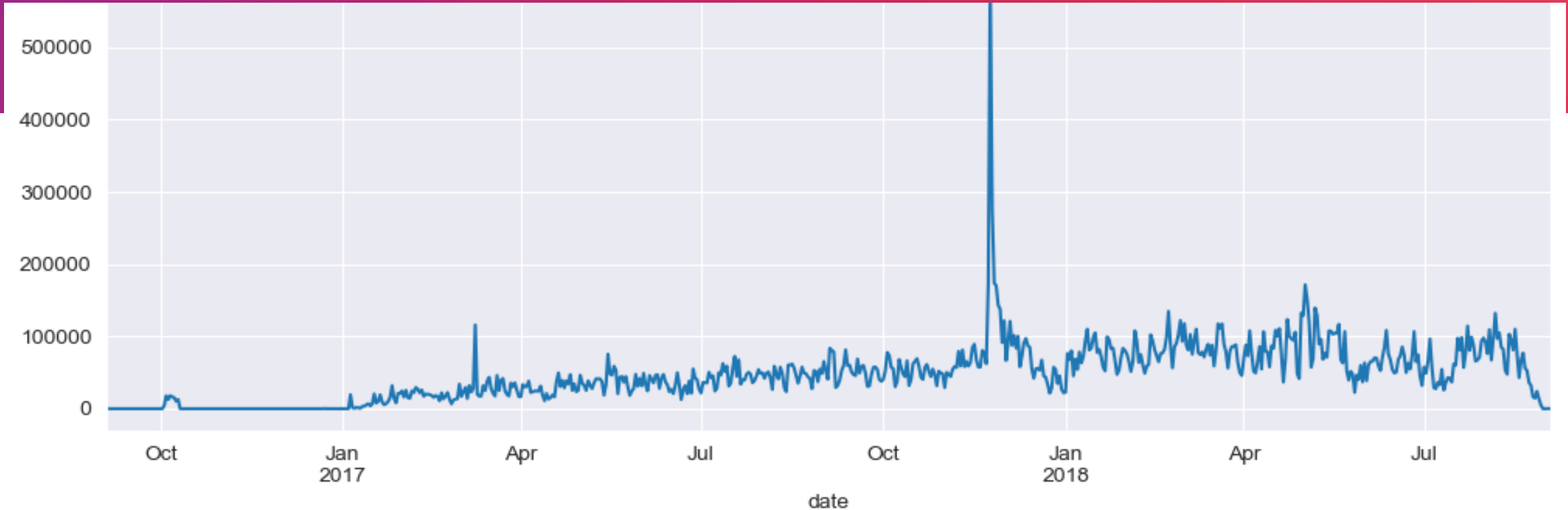
PAYMENT STATUS



DELIVERY STATUS

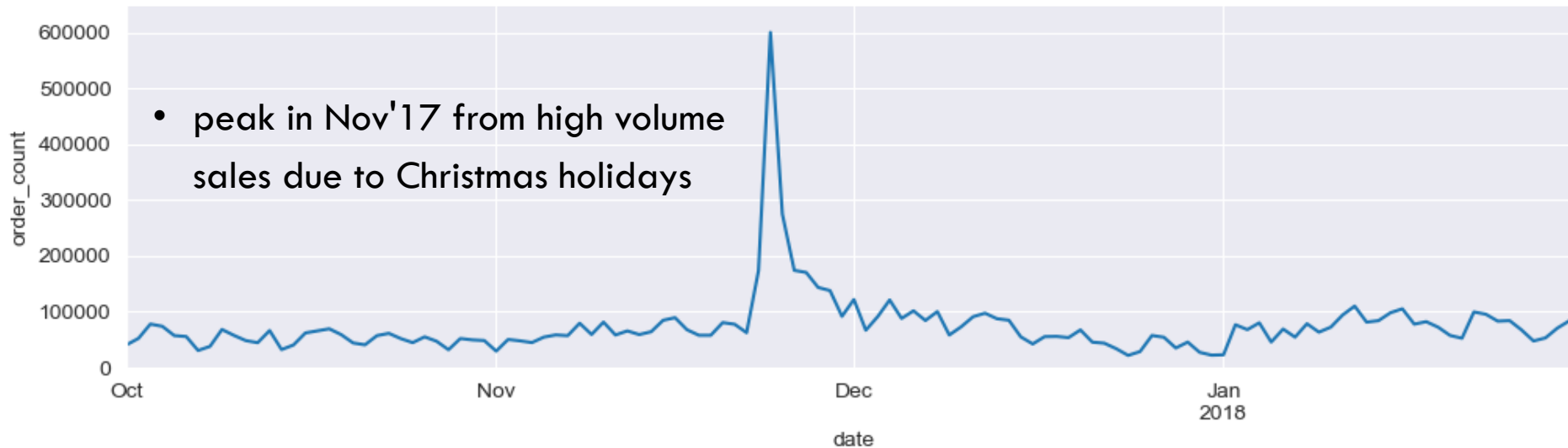
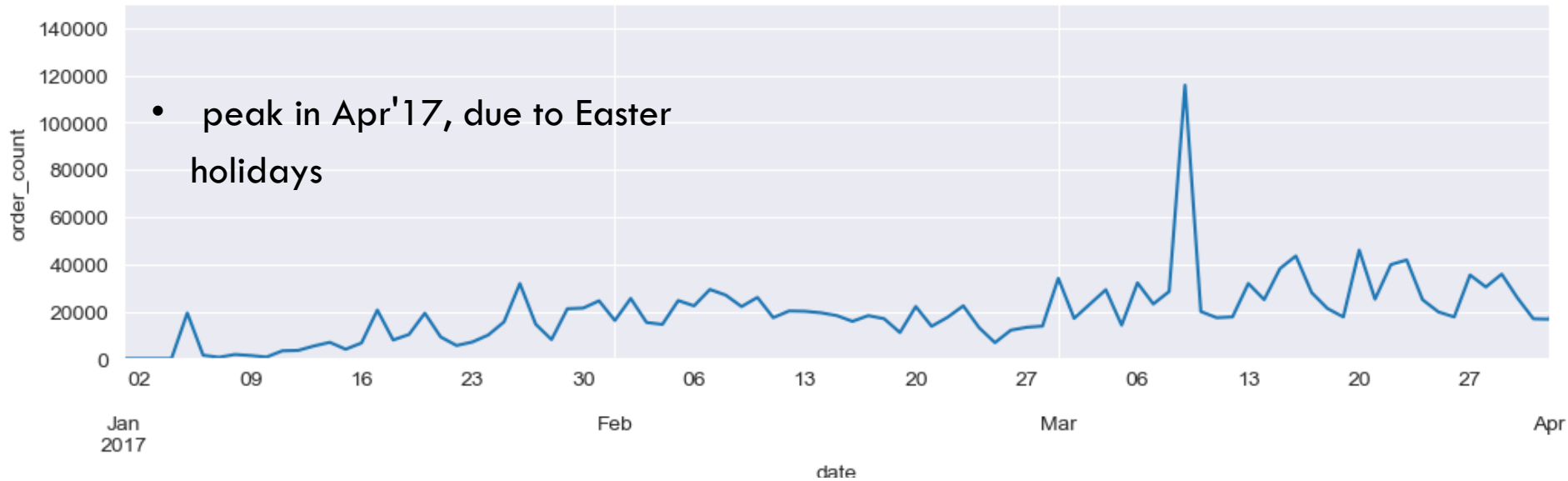


REVENUE TREND OVER TIME (DAILY)

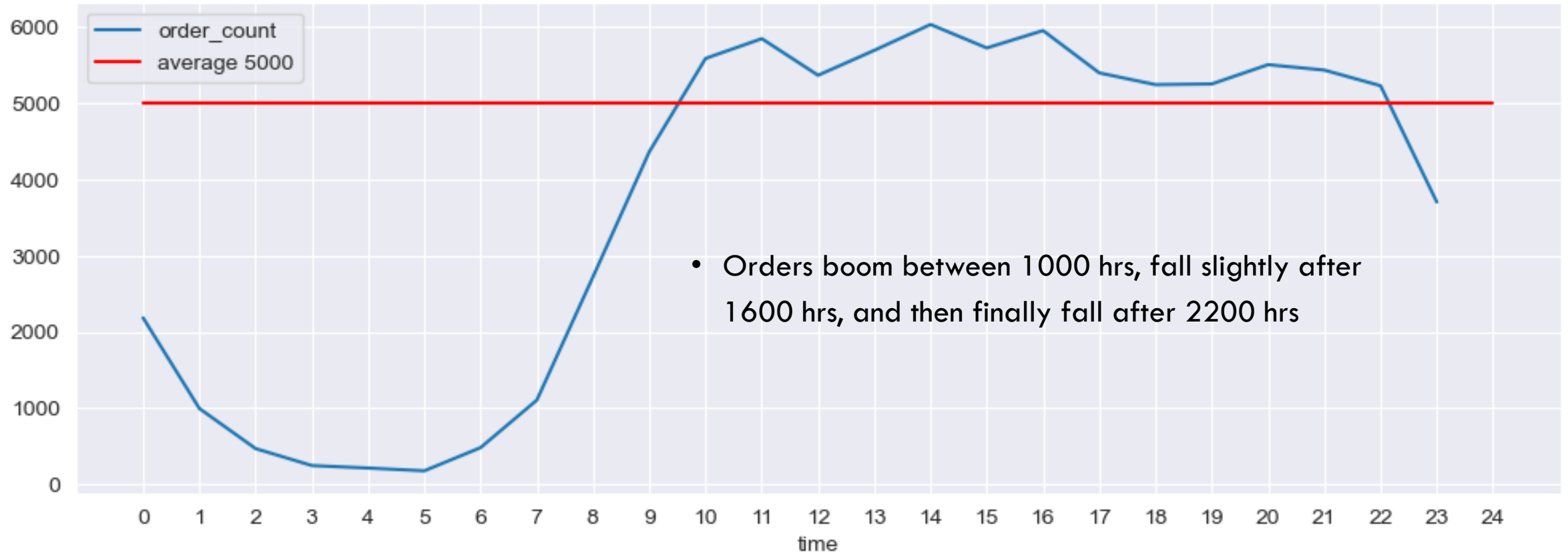


- The revenue record is generated for a period of 2 years from Sep'16- Sep'18
- A spike is visible in Q1 & Q4 of 2017.
- Explained in next slide

EXPLAINING: SIGNIFICANT CHANGES IN SALES

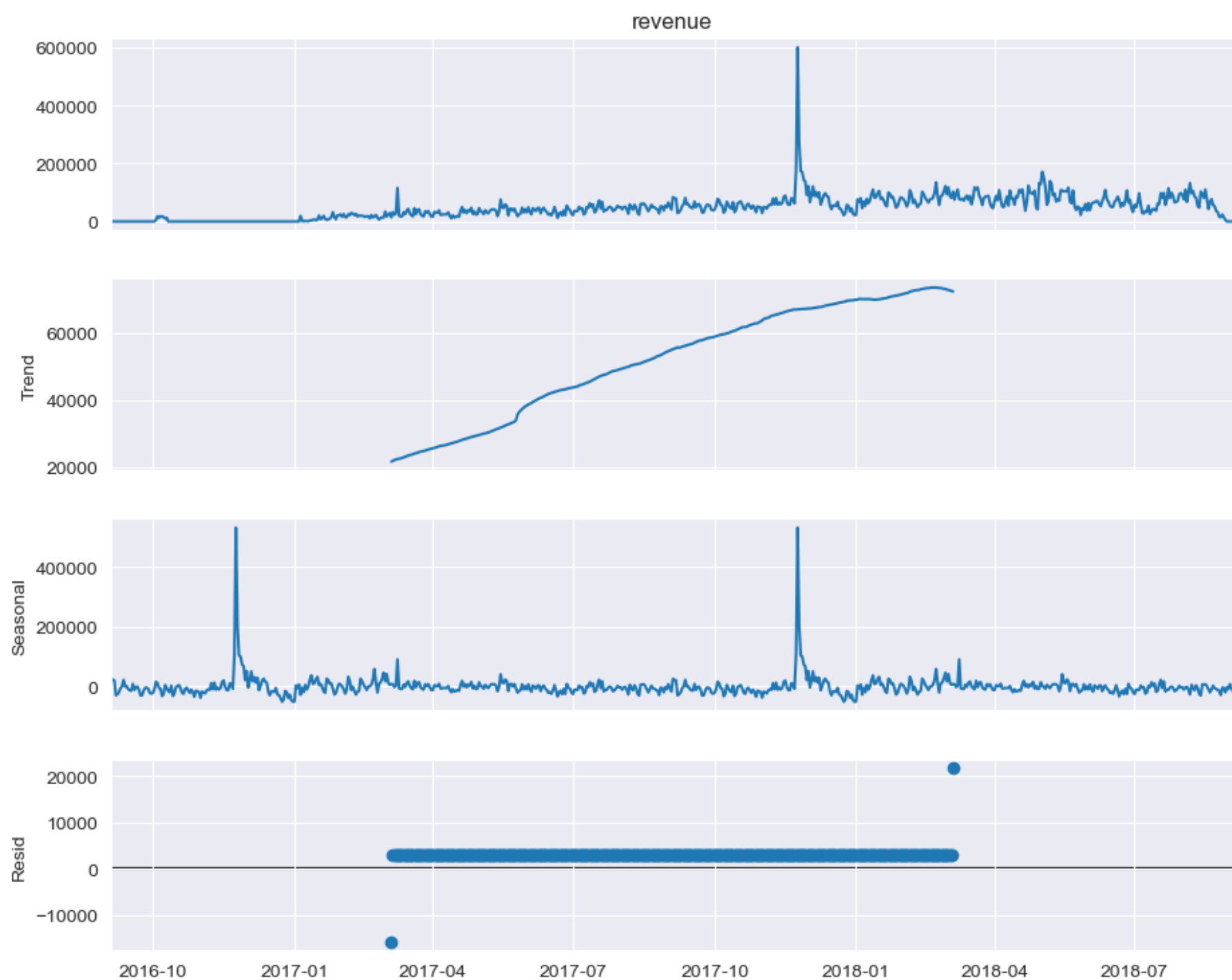


PEAK HOURS OR DAYS FOR ORDER PLACEMENTS?

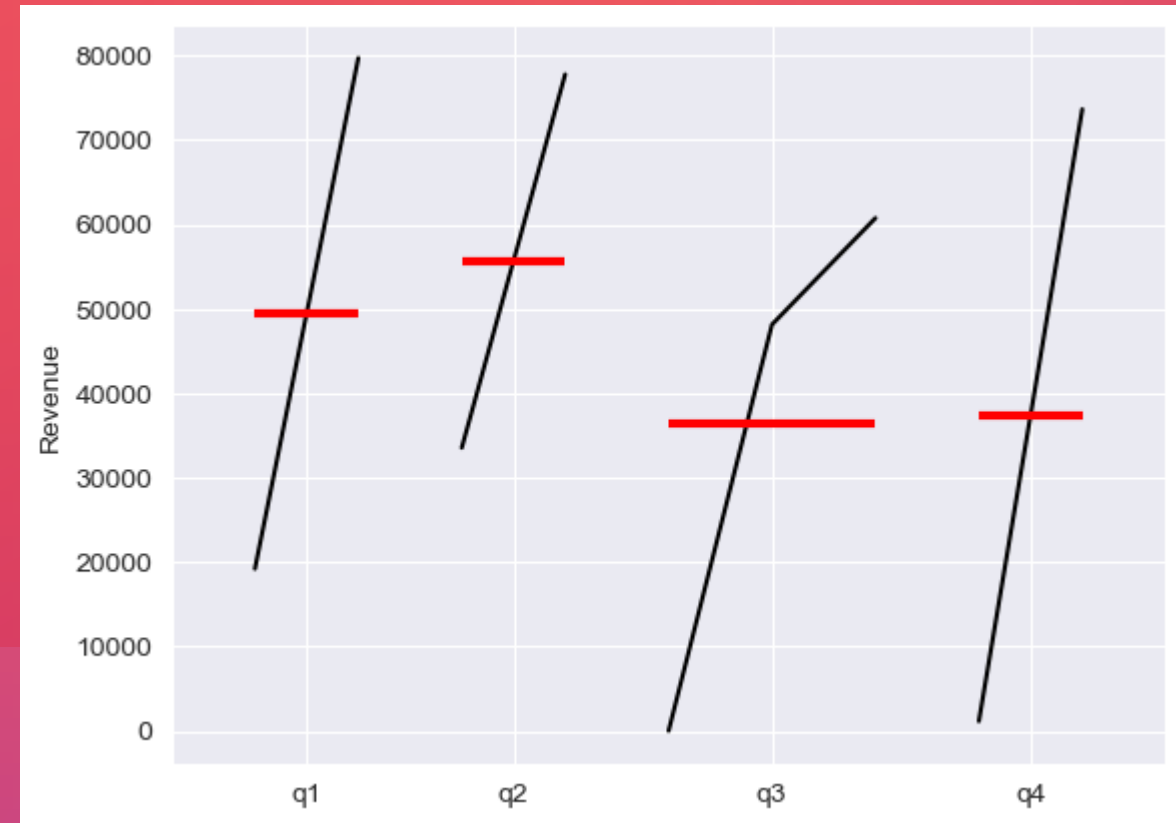
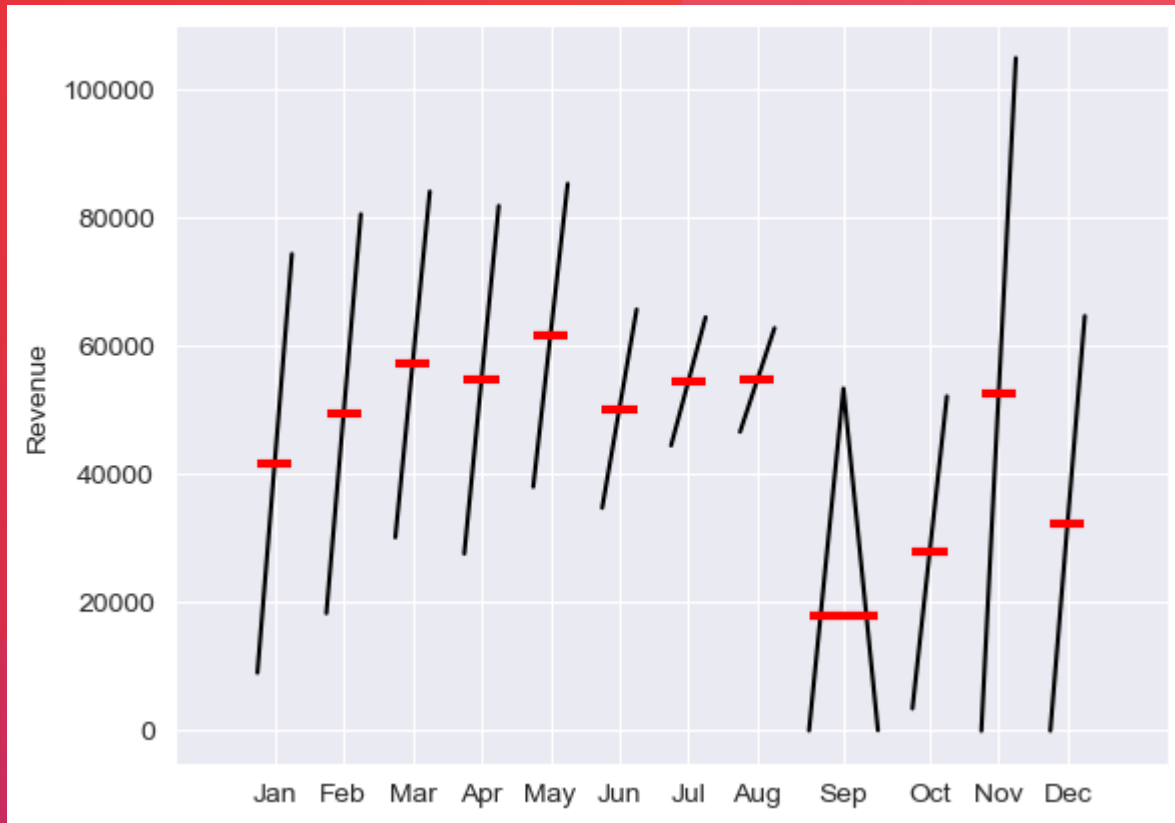


SEASONAL DECOMPOSITION DAILY SALES

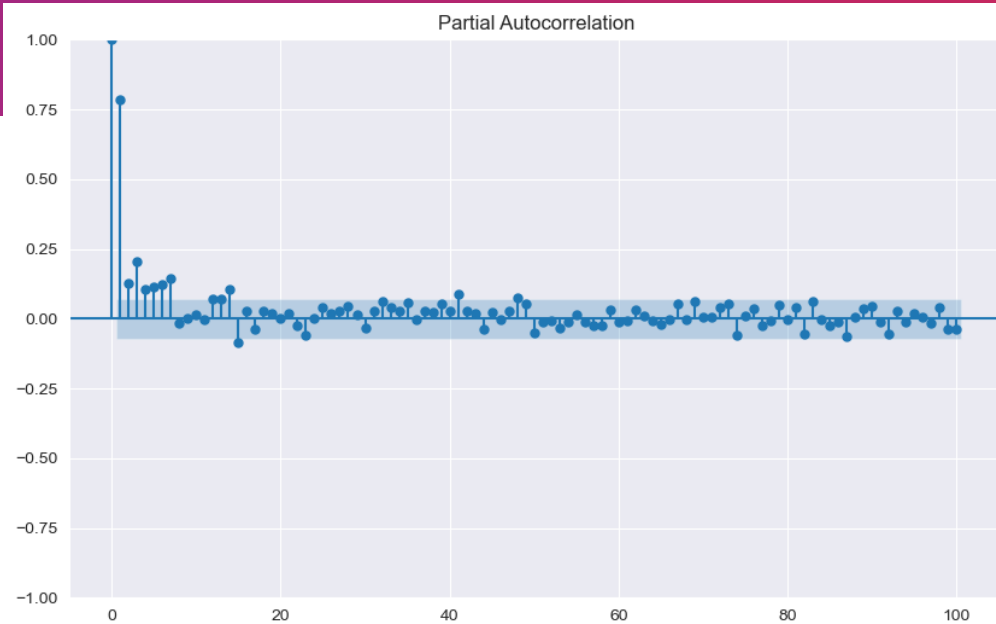
- Trend is Up
- Yearly Seasonality



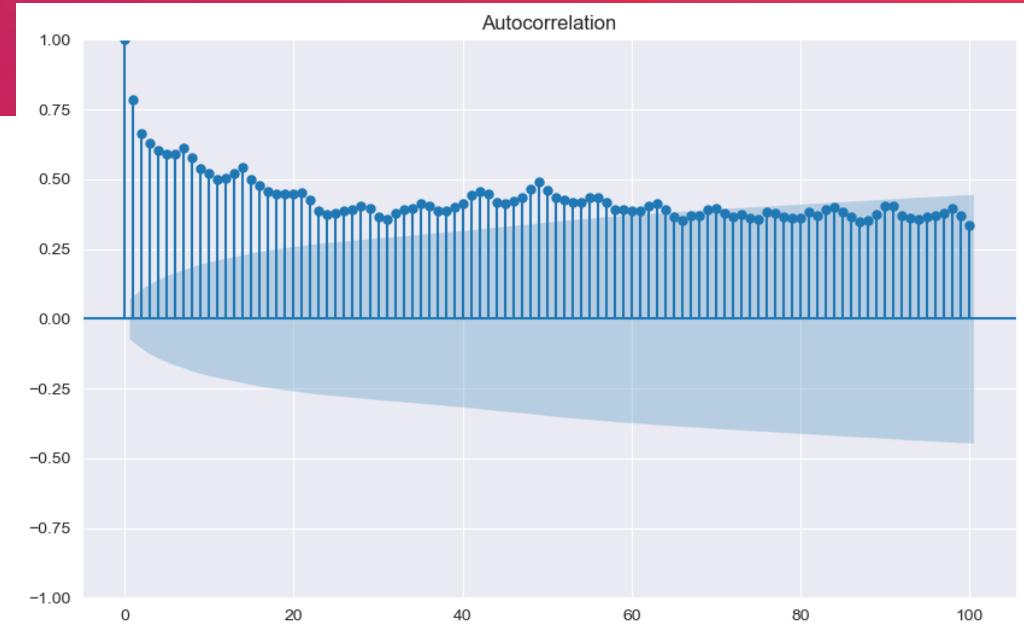
TIME SERIES: MONTH AND QUARTER PLOTS



TIME SERIES: PACF & ACF PLOTS

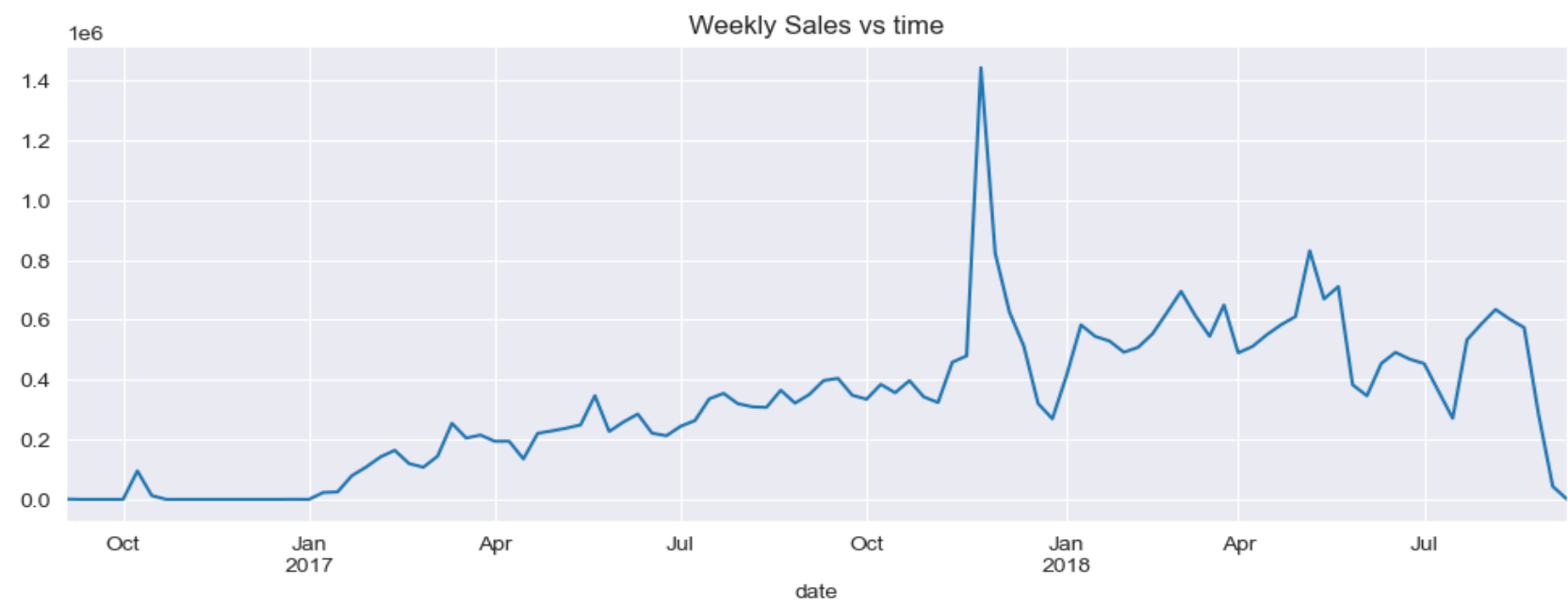


- PACF for daily revenue, and its lags.
- Significant relation with lags
1,2,3,4,5,6,13,14,41



- ACF with 100 lags, showing a strong correlation with daily revenue and its lags.

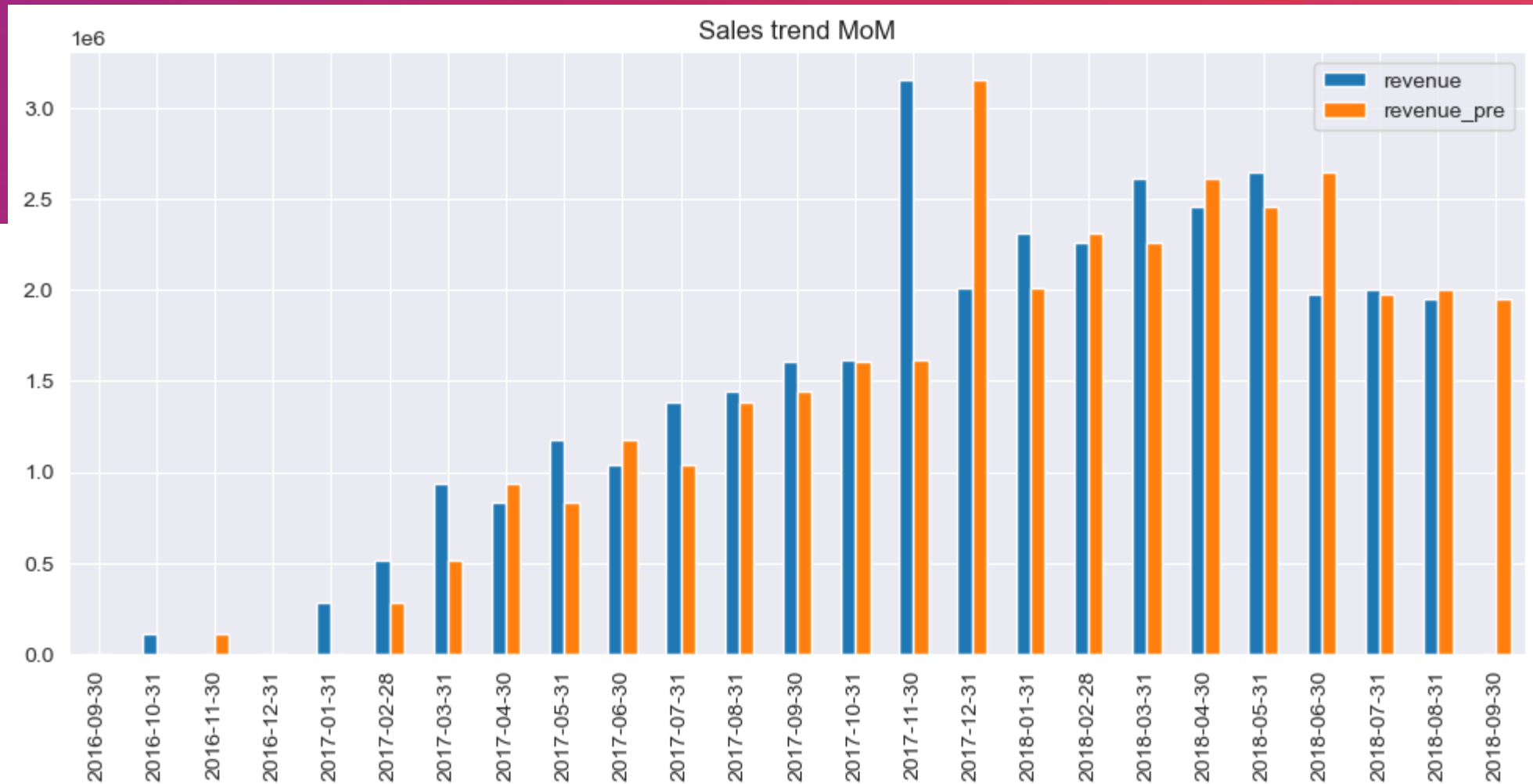
SALES TREND: WEEKLY



SALES TREND: MONTHLY

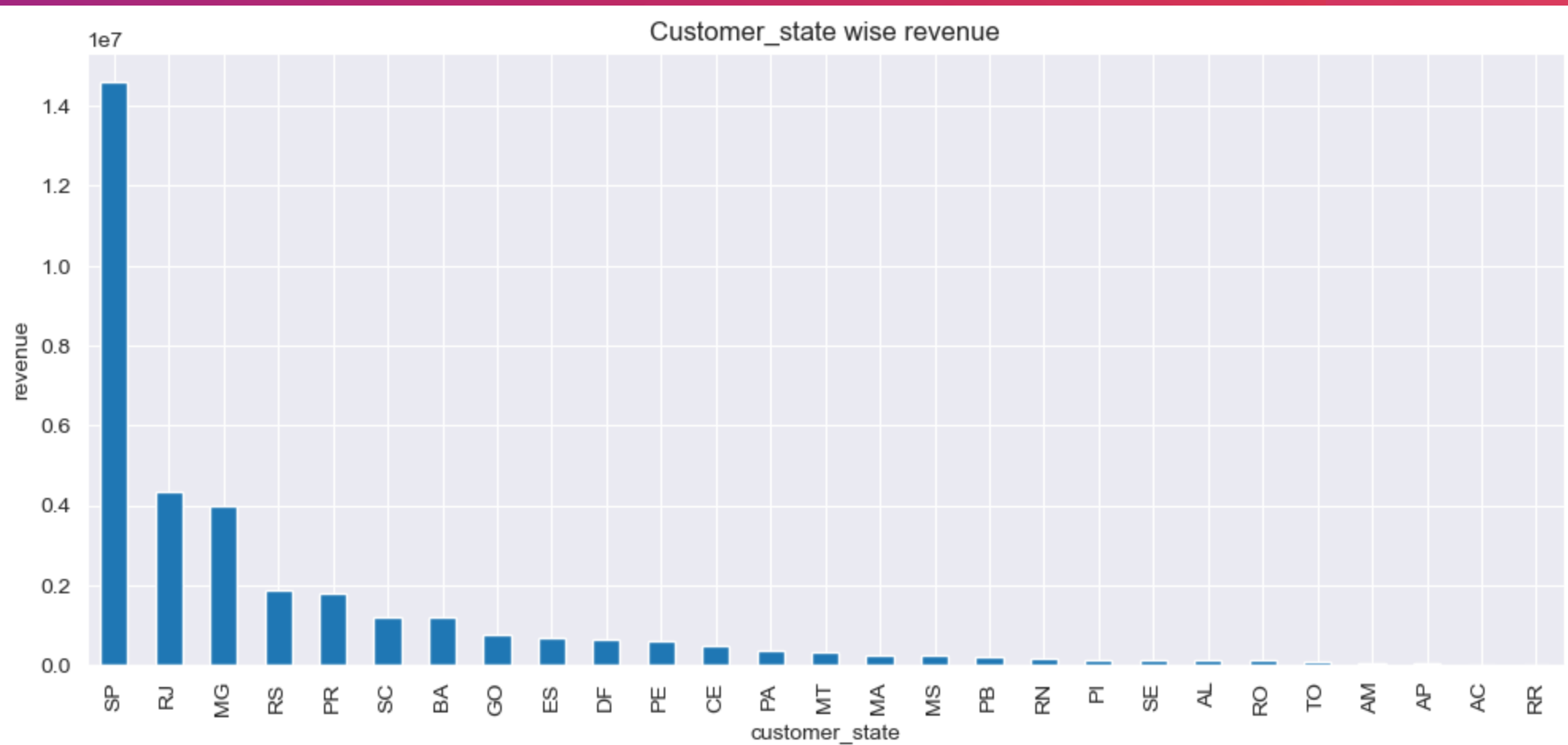


M o M : S A L E S P E R F O R M A N C E

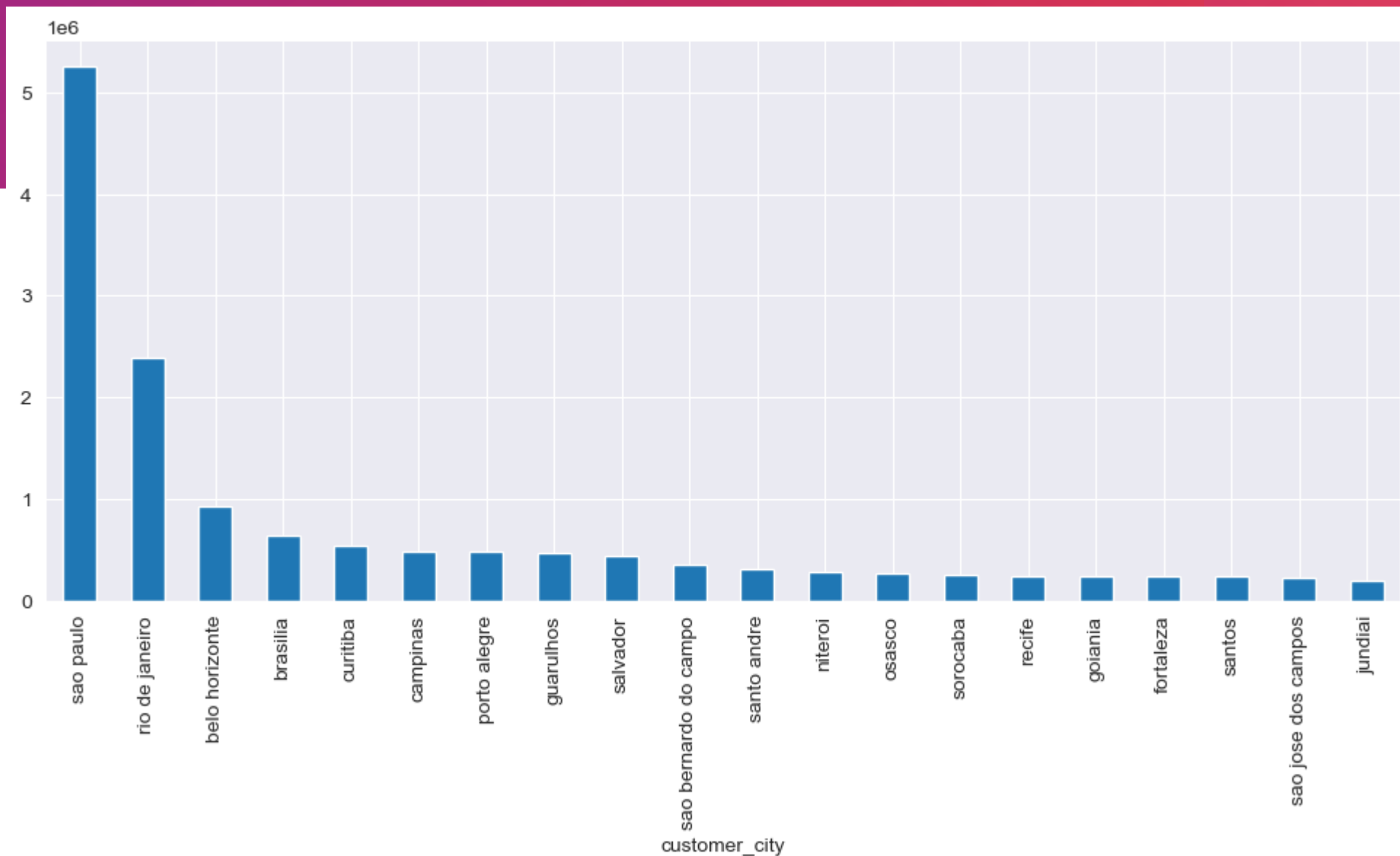


- Nov'17 has been the best month so far with Highest Sales recorded in the period.

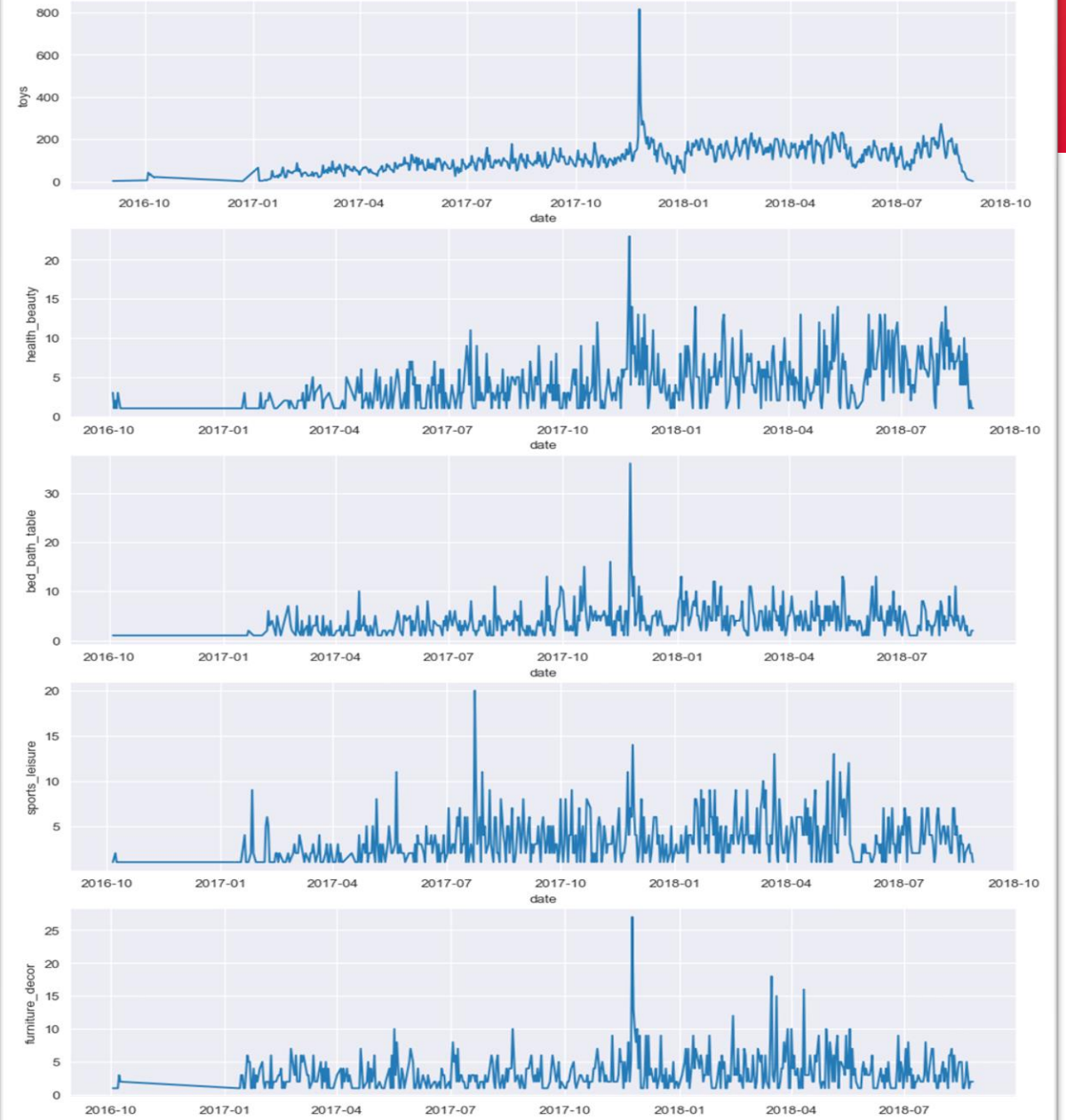
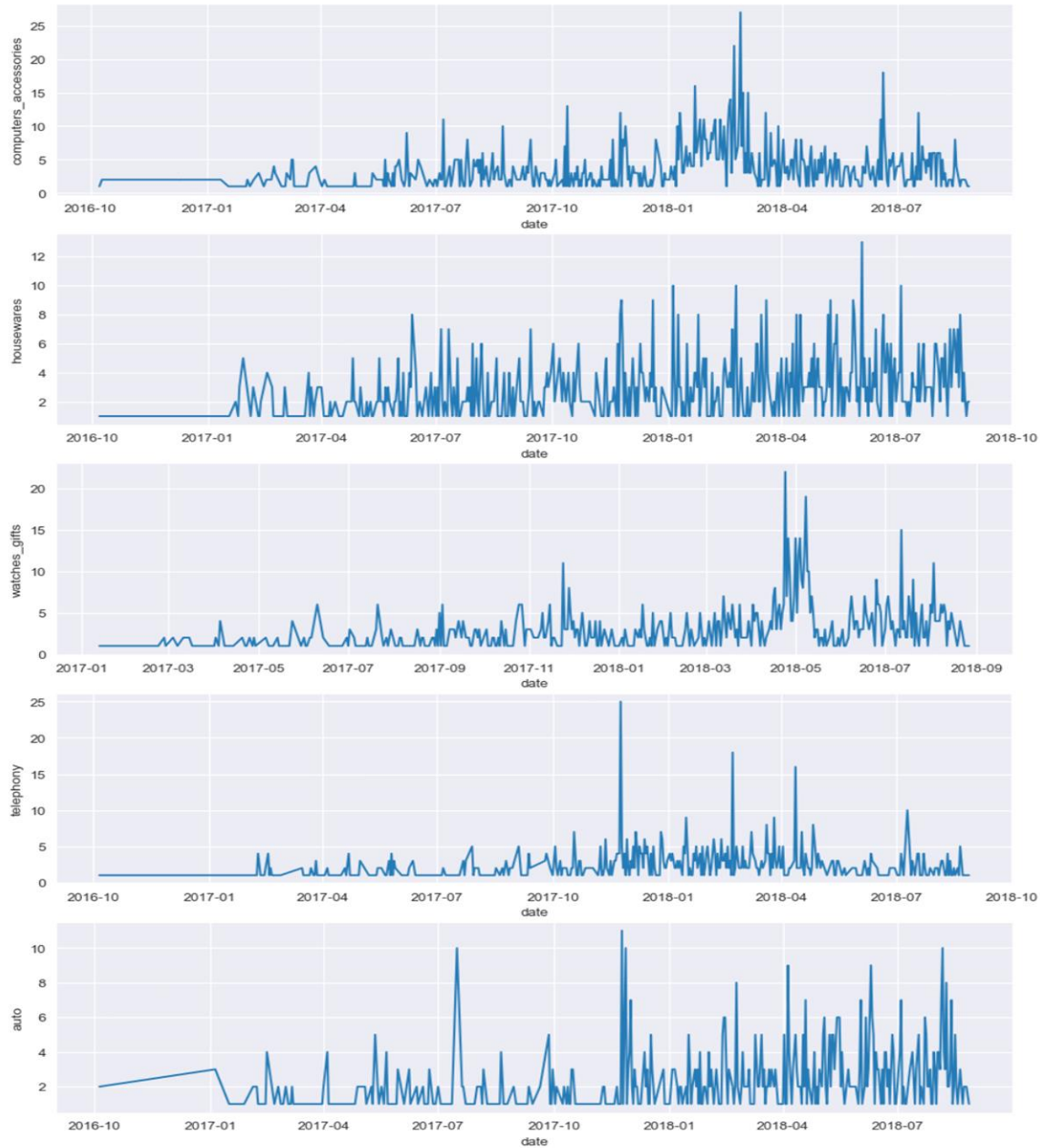
REVENUE WISE: CUSTOMER STATE



REVENUE WISE: CUSTOMER CITY



SALES TREND: TOP 10 PRODUCTS



TOP 10 CITIES FOR TOP 3 SELLING PRODUCTS

Toys	Watches_Gifts	Construction_Tools_Garden
1. Sao Paulo	1. Sao Paulo	1. Barbacena
2. Rio de Janeiro	2. Rio de Janeiro	2. Sao Paulo
3. Belo Horizonte	3. Santo Andre	3. Campinas
4. Brasilia	4. Brasilia	4. Manaus
5. Curitiba	5. Belo Horizonte	5. Belo Horizonte
6. Campinas	6. Guarulhos	6. Aracatuba
7. Guarulhos	7. Sao Bernardo do Campo	7. Niteroi
8. Porto Alegre	8. Joao Pessoa	8. Caico
9. Salvador	9. Osasco	9. Rio de Janeiro
10. Sao Bernardo do Campo	10. Fortaleza	10. Nova Iguacu

THANKYOU

