

# **ANALYSIS OF FLIPKART'S E-COMMERCE DATA**

REPORT

BY

MD. YEAKUB

[\*\*CLICK HERE\*\*](#)



# Flipkart Dashboard

Orders

Products

Customers

Forecast

Drill Through

Product tooltip

Target



Year

All

Month Name

All

Day Type

All

Product Category

All

Subcategory Name

All

Rating

All

\$111M

Total Revenue

\$61M

Total Profit

493K

Total Products Sold

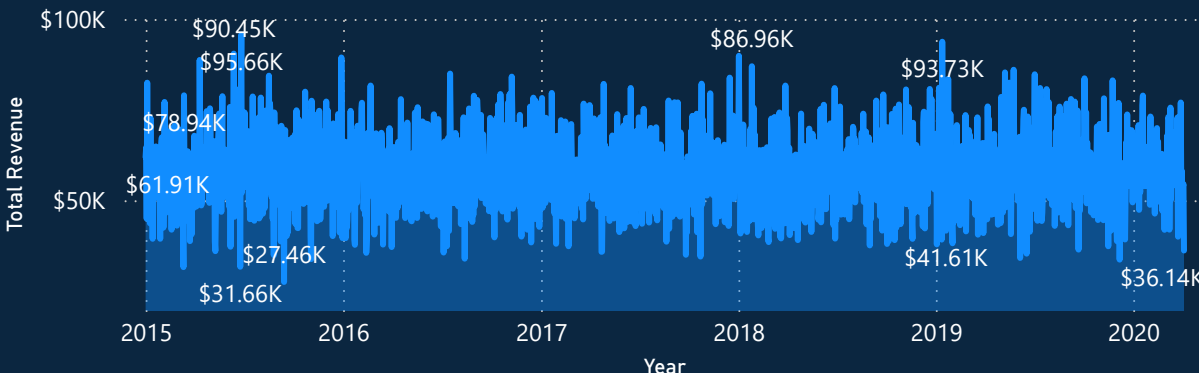
92K

Total Orders

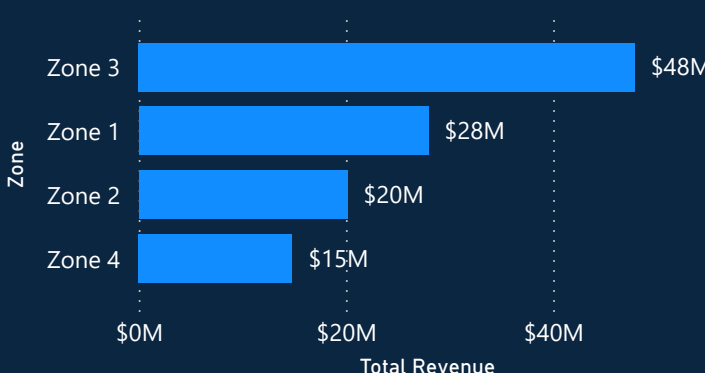
\$111M

Total Revenue

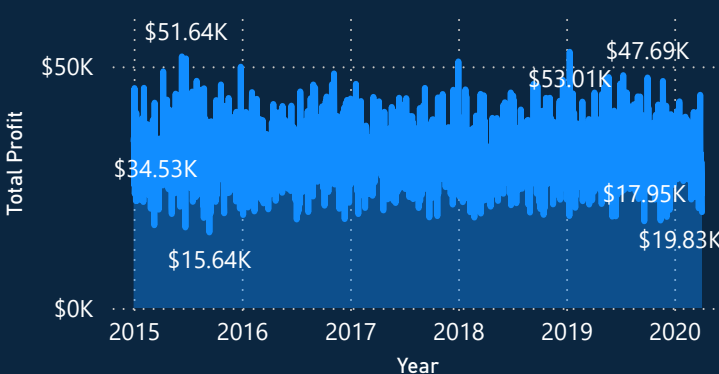
Total Revenue by Year, Quarter, Month and Day



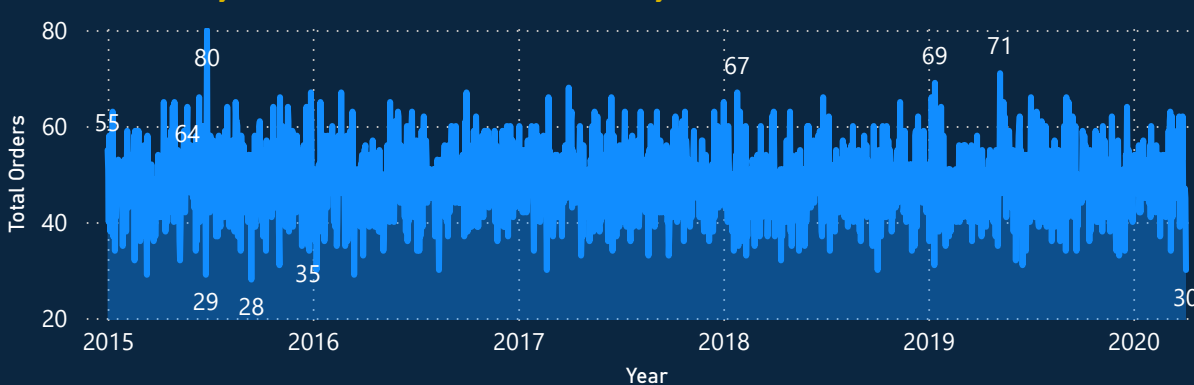
Total Revenue by Zone



Total Profit by Year, Quarter, Month and Day



Total Orders by Year, Quarter, Month and Day





# Orders Insights

[Dashboard](#)[Products](#)[Customers](#)[Forecast](#)

92K

Total Orders

Week Type

☐ Weekday

☐ Weekend

Week Type

☐ 2015

☐ 2016

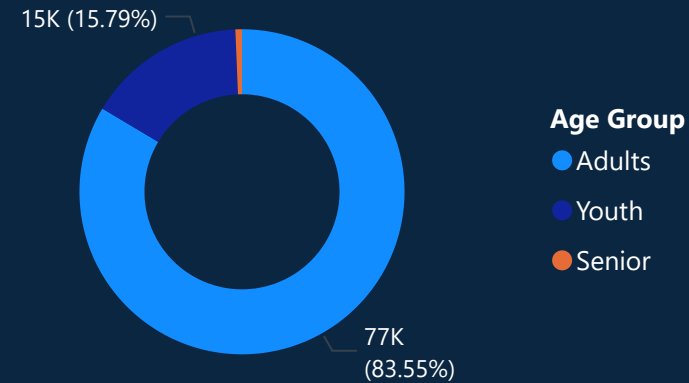
☐ 2017

☐ 2018

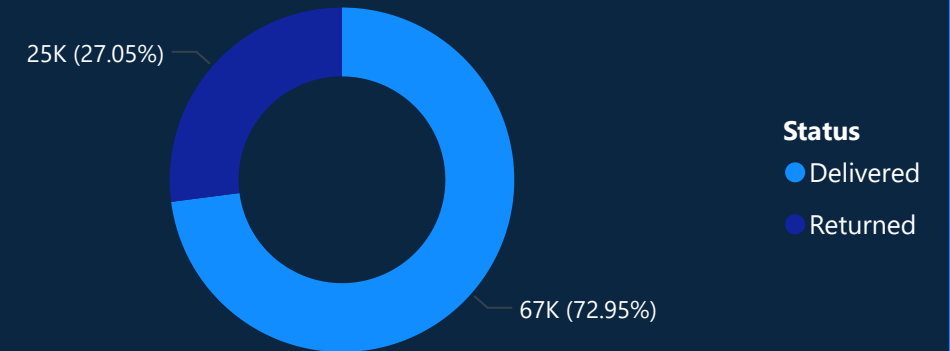
☐ 2019

☐ 2020

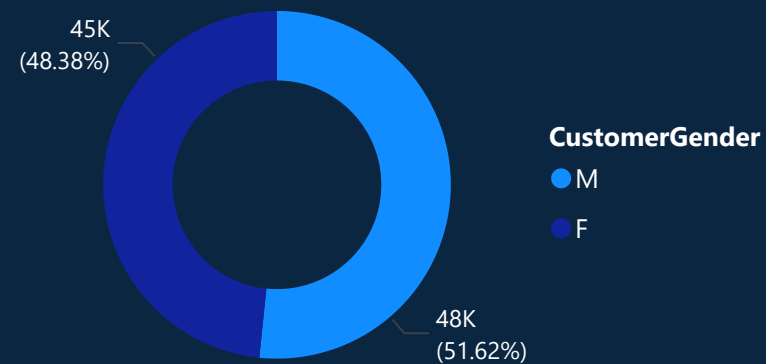
Total Orders by Age Group



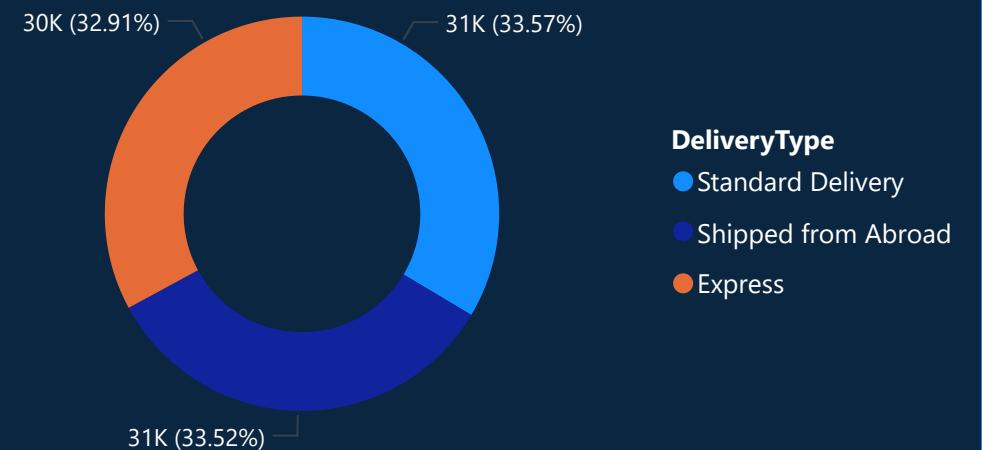
Total Orders by Status



Total Orders by Customer Gender



Total Orders by DeliveryType





# Products Insights

[Dashboard](#)[Orders](#)[Customers](#)[Forecast](#)

44

Total Product

493K

Total Products Sold

Year

2015

2016

2017

2018

2019

2020

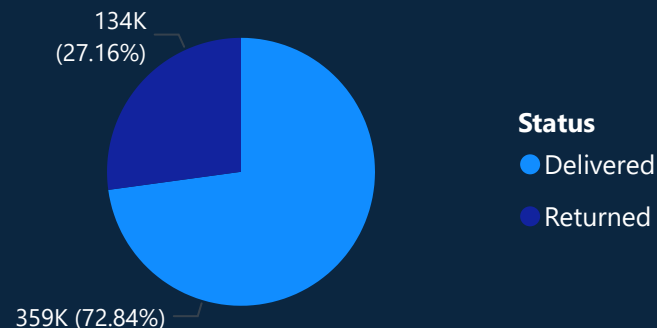
Status

(Blank)

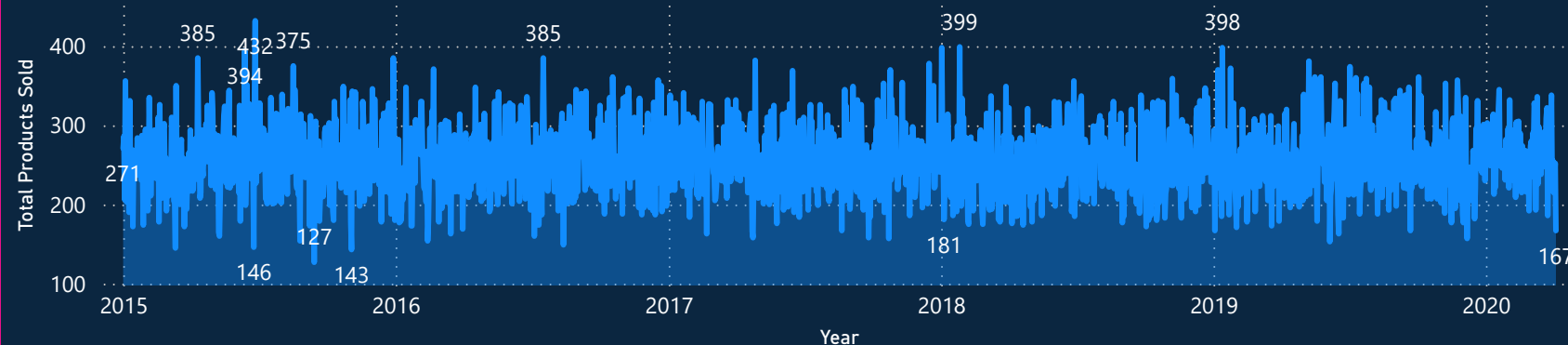
Delivered

Returned

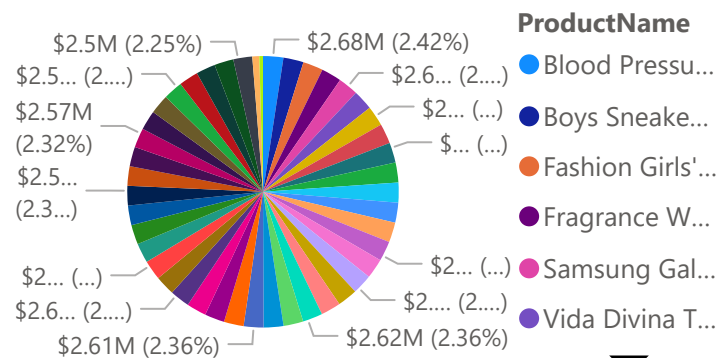
Total Products Sold by Status



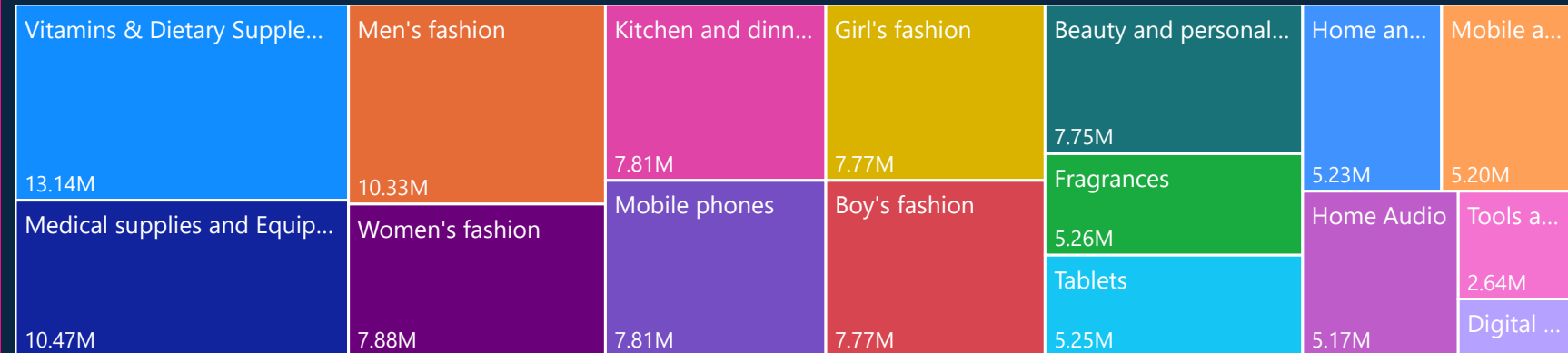
Total Products Sold by Year, Quarter, Month and Day



Total Revenue by ProductName



Total Revenue by SubcategoryName





# Customers Insights

[Dashboard](#)[Products](#)[Orders](#)[Forecast](#)

113K

Total Customers

92K

Count of Rating

Age Group

- ☐ (Blank)
- ☐ Adults
- ☐ Senior

Year

All

Rating

1

2

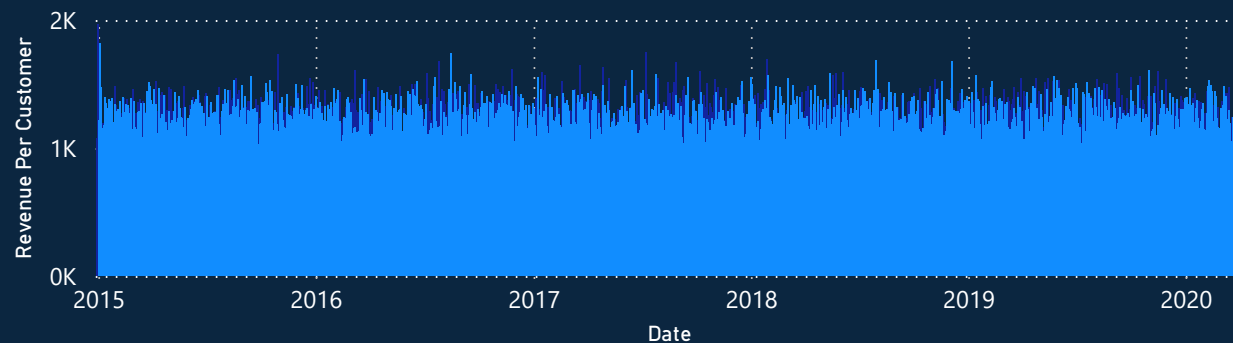
3

4

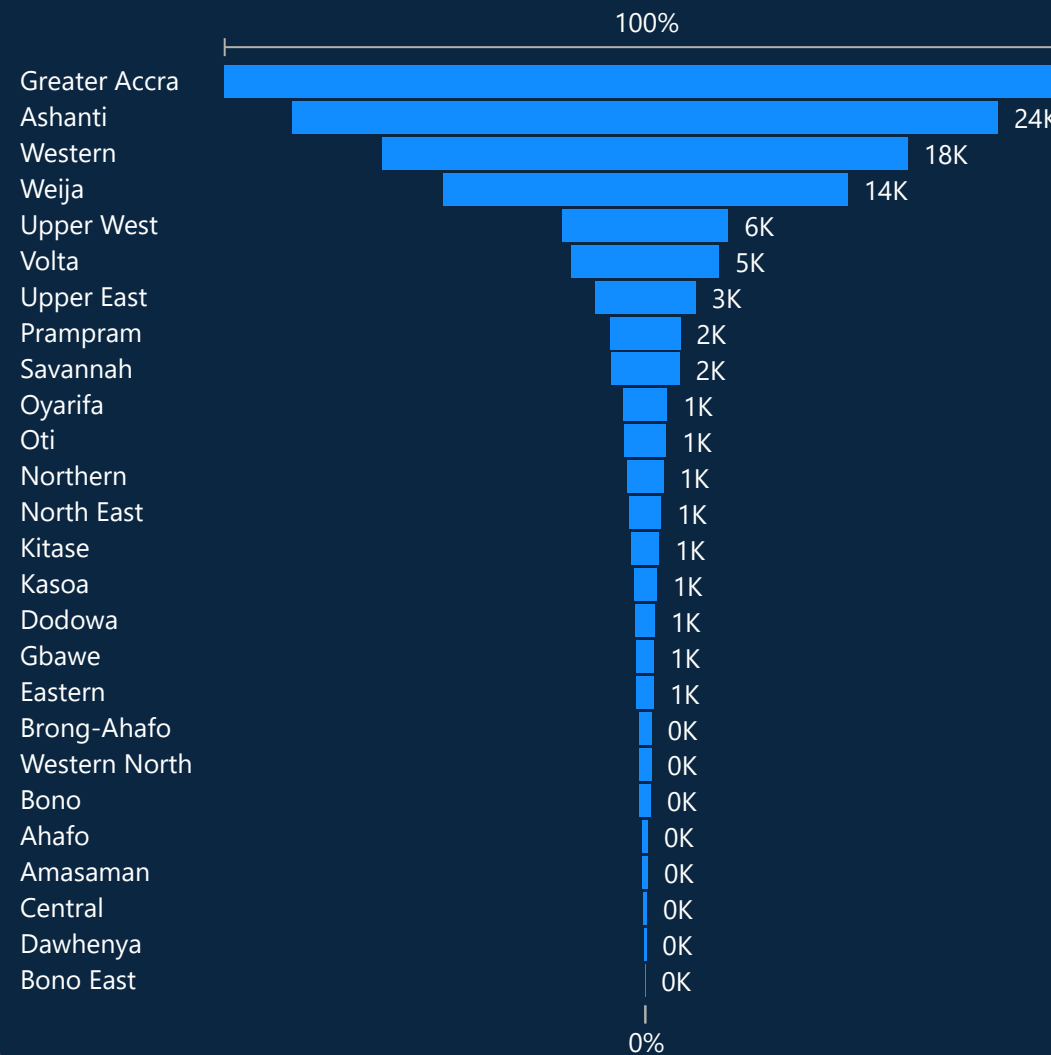
5

## Revenue Per Customer by Date and CustomerGender

CustomerGender ● F ● M



## Total Customers by Location



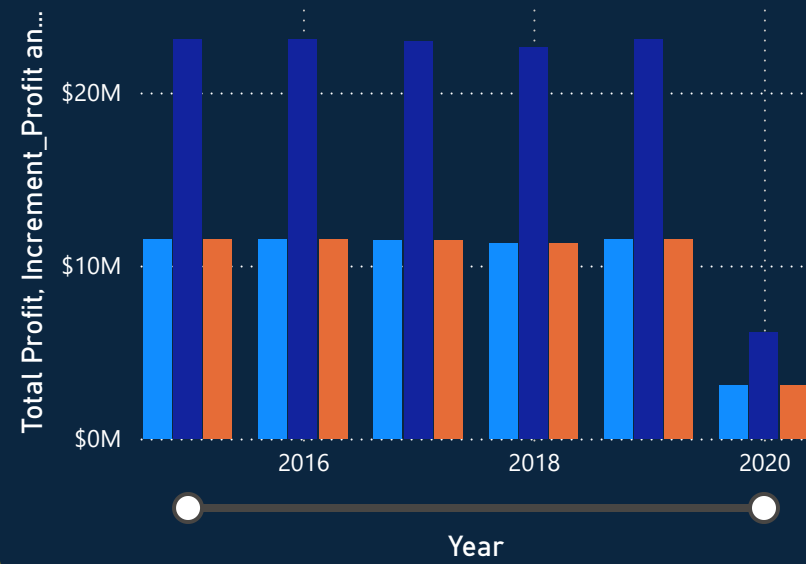


# Profit Insight and Forecast

[Dashboard](#)[Orders](#)[Products](#)[Customers](#)

## Total Profit, Increment\_Profit and Discount\_Profit by Year

● Total Profit ● Increment\_Profit ● Discount\_Profit



1

% of value

Price\_Increment

0

5

10

15

>

(Blank)

Discount% Value

Discount

0

5

10

15

20

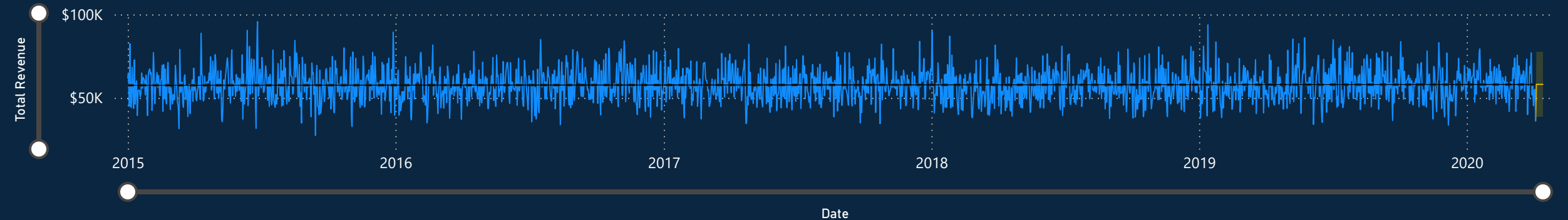
>

## New profit and Actual Profit by Year

● New profit ● Total Profit



## Total Revenue by Date





# Detailed View

Date

1/1/2015



12/31/2020



CustomerID	Sum of SalePrice	Zone	Location
230459067	248.00	Zone 2	Weija
230459068	275.00	Zone 2	Weija
230459069	170.00	Zone 2	Weija
230459072	266.00	Zone 2	Weija
230459075	212.00	Zone 3	Western
230459076	176.00	Zone 3	Western
230459077	159.00	Zone 3	Volta
230459078	185.00	Zone 3	Volta
230459079	254.00	Zone 3	Volta
230459080	158.00	Zone 3	Volta
230459081	264.00	Zone 3	Western
230459082	300.00	Zone 3	Western
230459089	232.00	Zone 3	Eastern
230459090	271.00	Zone 3	Eastern
230459091	150.00	Zone 4	North East
230459092	161.00	Zone 4	North East
230459093	171.00	Zone 4	North East
230459094	286.00	Zone 4	North East
230459095	194.00	Zone 4	North East
Total		20,804,924.00	

Dashboard

Orders

Products

Customers



Zone	Total Customers	Total Product	Total Revenue
⊕ Zone 3	39833	44	\$47,903,515
⊕ Zone 1	23293	44	\$27,980,403
⊕ Zone 2	16918	44	\$20,167,931
⊕ Zone 4	12391	44	\$14,839,719
Total	92435	44	\$110,891,568



# Product Tooltip

Dashboard

Orders

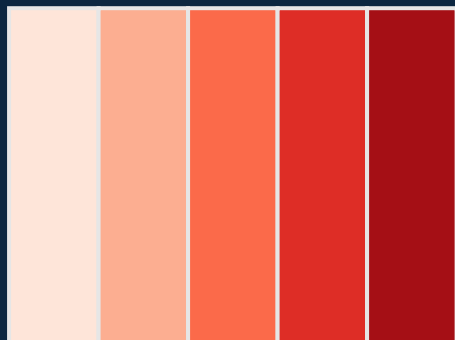
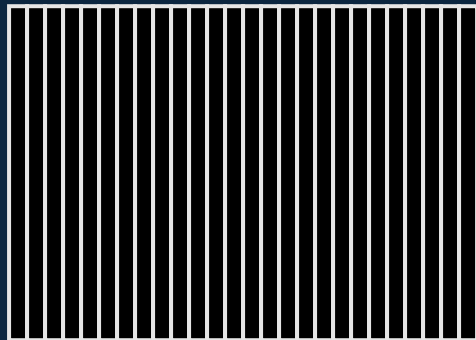
Products

Customers



## Order Delays

Earliest DeliveryDate



2015-01-02T18:00:00.

(Blank)

(Blank)

(Blank)

(Blank)

2015-04-29T18:00:00.

## Sum of SalePrice and Sum of ShippingFee by Location



## Top 3 Profitable Product Sales

Canon EOS 600D 18MP CMOS DSLR Camera - BL...

\$489,090

Total Profit

Canon EOS 60D CMOS DSLR Camera Bundle - 1...

\$243,158

Total Profit

Fashion Girl's Dress Kids Children Newborn Bab...

\$1,352,807

Total Profit

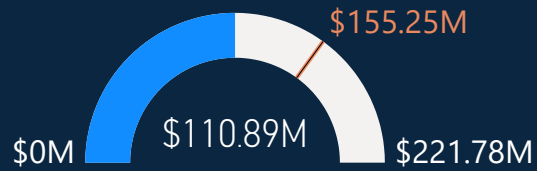




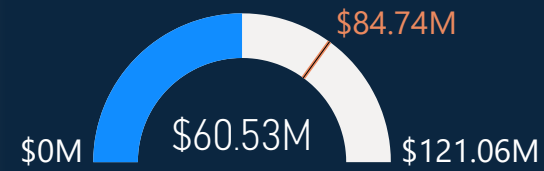
# Target Analysis

[Dashboard](#)[Orders](#)[Products](#)[Customers](#)

## Total Revenue and Target Revenue



## Total Profit and Target Profit



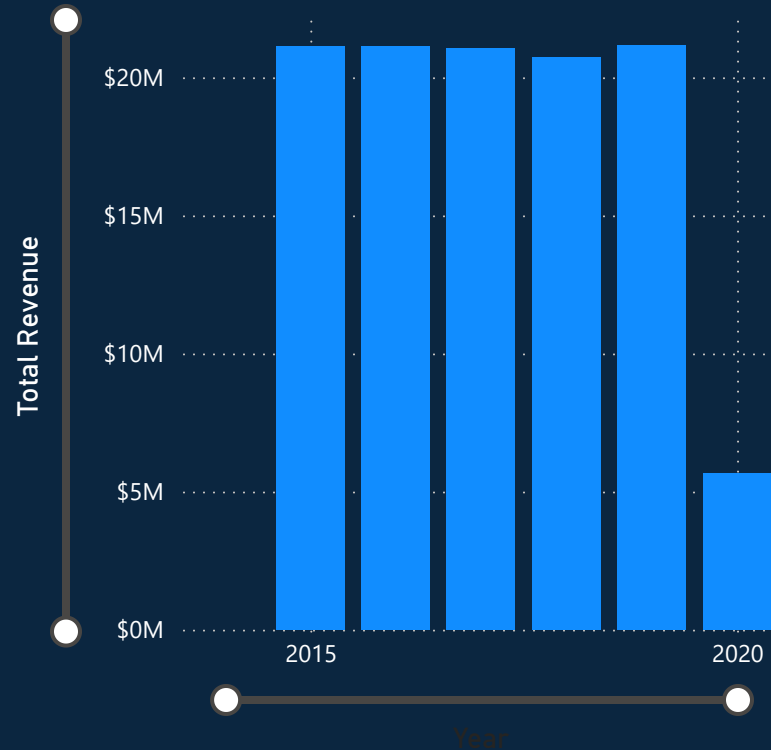
## Increment Product Price%

Price Increment



1  
% of value

## Total Revenue by Year



## Total Revenue and Increment\_Profit by Year

