

# E-COMMERCE DATA

Case Study Analysis

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12 JULY, 2025



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# INSIGHTS SUMMARY

- ✓ Key KPIs Calculated:
- Total Orders: 1000
- Confirmed Orders: 948 →  Order Confirmation Rate: 94.8%
- Shipped Orders: 917 →  Ship Rate: 97%
- Delivered Orders: 844 →  Delivery Rate: 92%
- Delivery On Time %:  50%

# KEY INSIGHTS FROM THE VISUALS:

## 1. Performance by Supplier:

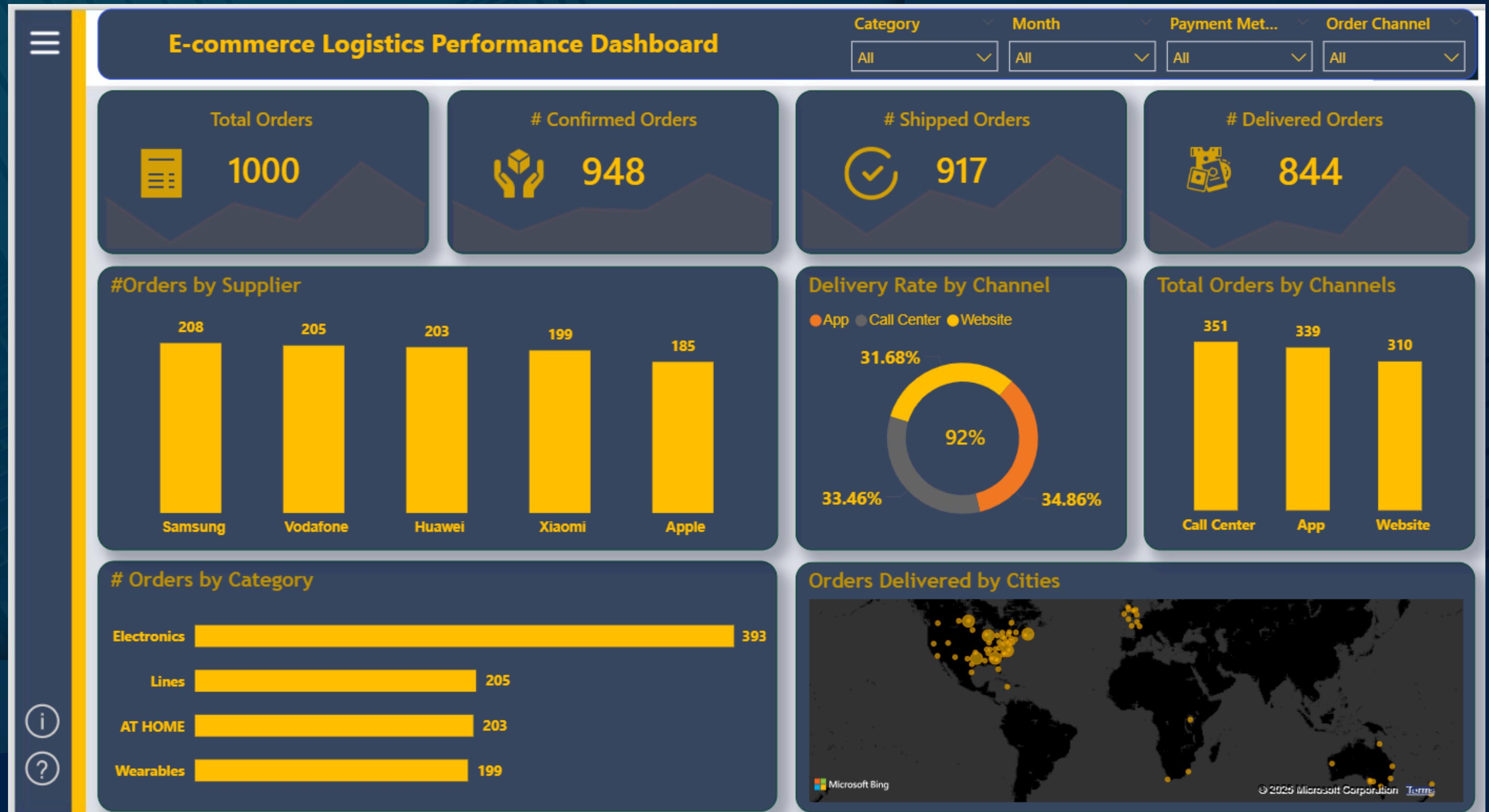
- Samsung, Vodafone, Huawei are top suppliers, each contributing over 200 orders.
- Apple is the lowest among the top 5 (185 orders), which may indicate underperformance or limited stock.

## 2. Orders by Channel:

- Call Center is the most used channel (351 orders), followed closely by App (339), then Website (310).
- However, the delivery rate by channel shows Call Center has lower on-time delivery, indicating possible inefficiencies



# KEY INSIGHTS FROM THE VISUALS:



# KEY INSIGHTS FROM THE VISUALS:

## 3. Product Trends:

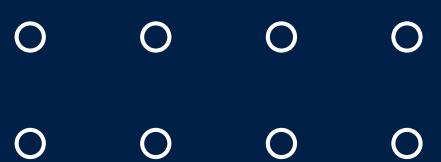
- **Top products by order:** Smartphone, SIM Card, Router, Smartwatch, Tablet.
- These align with top suppliers and highlight strong demand for mobile tech products.

## 4. Category Distribution:

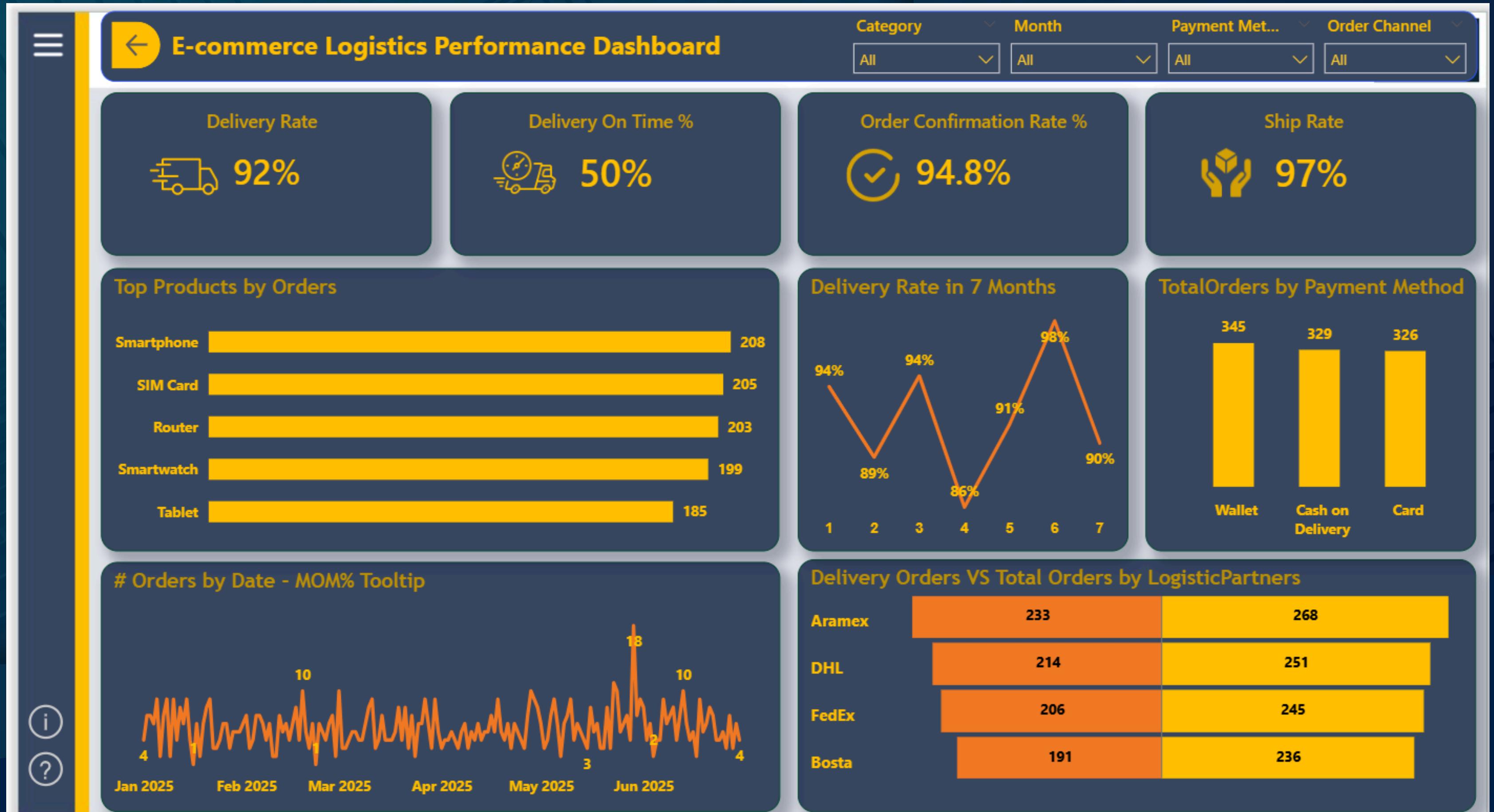
- **Electronics dominate** (393 orders), indicating a heavy focus on tech products.
- "AT HOME" and "Lines" are also strong categories, while "Wearables" has the least.

## 5. Delivery Partners Performance:

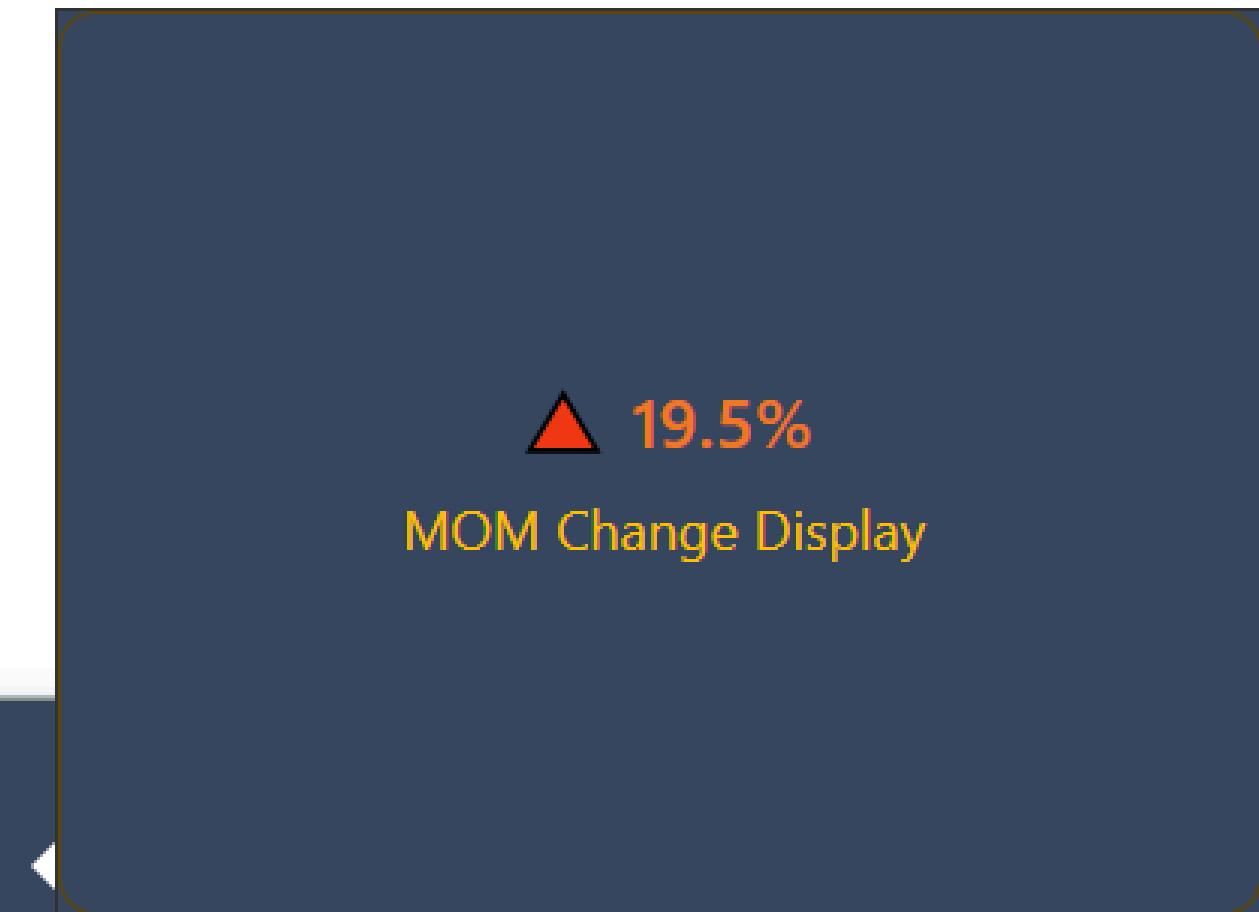
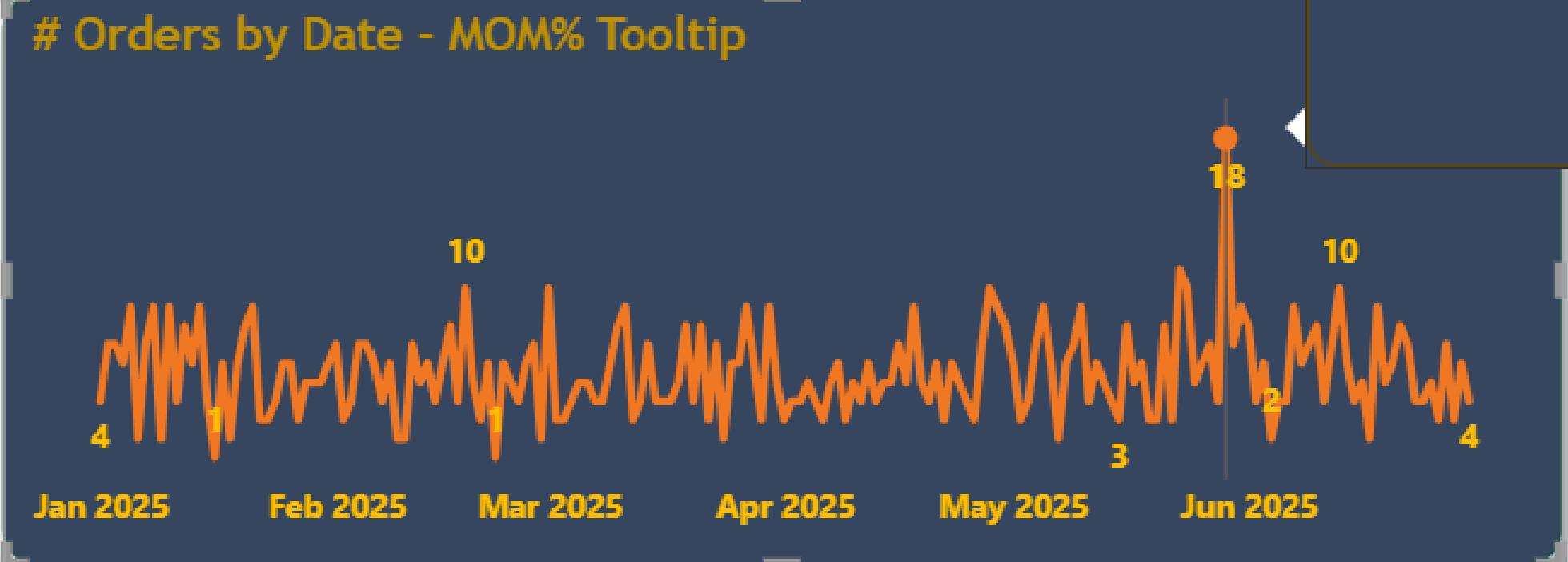
- **Aramex** has the highest deliveries (233), followed by DHL and FedEx.
- **Gap between total orders and delivered orders across all partners exists, especially for Bosta,** suggesting improvement needed in fulfillment.



# KEY INSIGHTS FROM THE VISUALS:



# MONTH OVER MONTH WITH TOOLTIP (MOM %)



# KEY INSIGHTS FROM THE VISUALS:

## 6. Payment Methods:

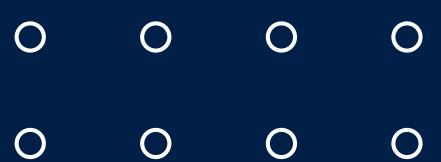
- **Balanced usage across Wallet (345), Cash on Delivery (329), and Card (326).**
- **Slight preference for Wallet, could be leveraged for digital promotions.**

## 7. Monthly Delivery Trends:

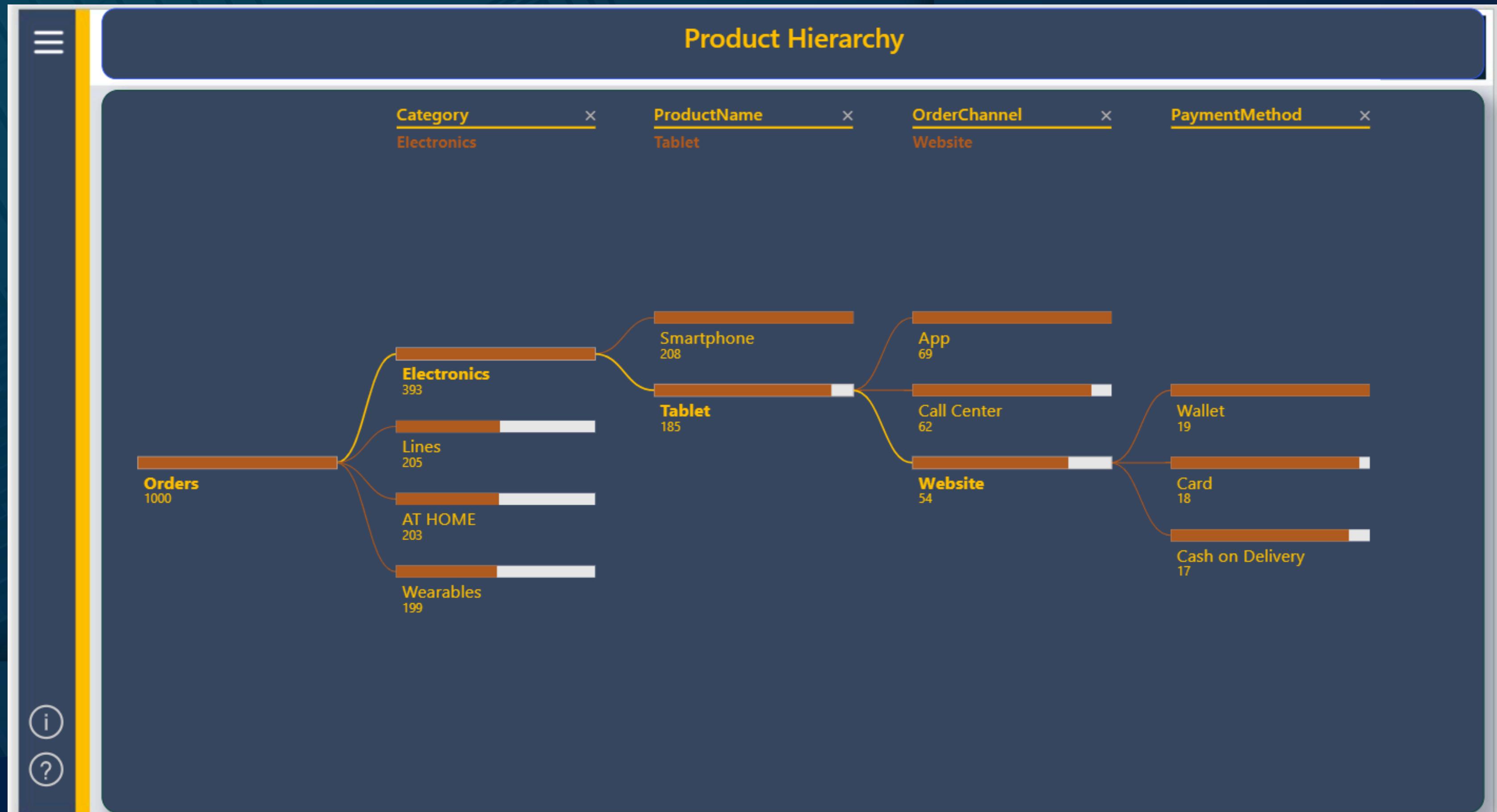
- **Delivery rate dropped in month 4 (85%), then peaked in month 6 (98%).**
- **Suggests an operational bottleneck in month 4, and potential improvement actions applied afterward.**

## 8. Geographic Insights:

- **Majority of orders delivered in Middle East, Europe, and Africa.**
- **Visualization indicates wide delivery network but concentrated activity in specific zones.**



# KEY INSIGHTS FROM THE VISUALS:



# RECOMMENDATIONS:

## Recommendations:

- Improve delivery on-time rate (**currently 50%**) through better logistics scheduling or partner SLAs.
- Focus on improving **Call Center** delivery performance, as it has high volume but potential delay issues.
- Explore AI-based demand forecasting for top categories like Electronics to optimize stock.
- Investigate performance gaps in Bosta's fulfillment and delivery timelines.
- Leverage the strong Wallet usage with targeted loyalty programs or cashback offers.



# NAVIGATION?

PAGE NAVIGATION

- Orders Overview
- ProductCategory
- Core Insights

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## Logistics Performance Dashboard

Category Month Payment Met... Order Channel

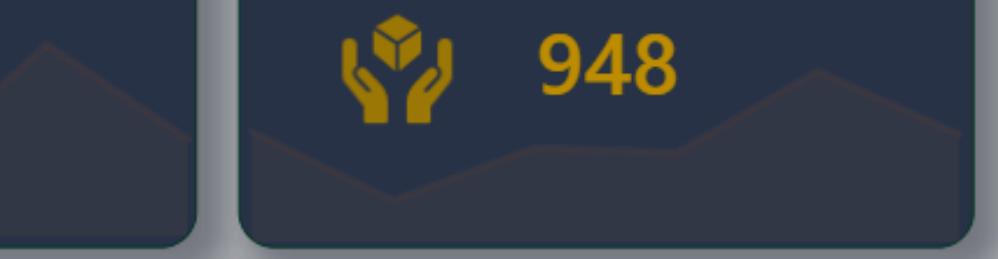
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### # Confirmed Orders

948



Confirmed Orders: 948



### # Shipped Orders

917



Shipped Orders: 917

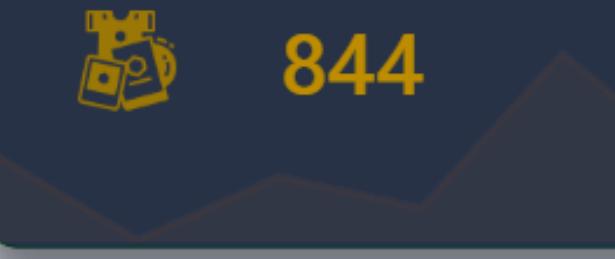


### # Delivered Orders

844

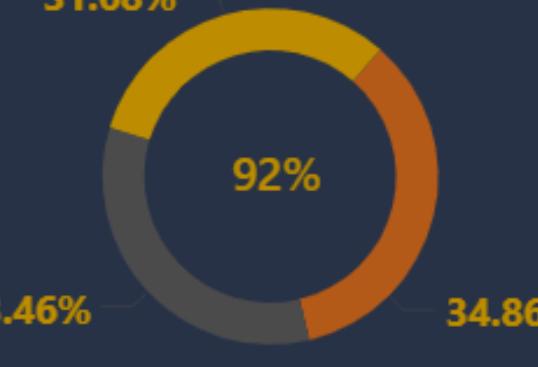


Delivered Orders: 844



### Delivery Rate by Channel

App Call Center Website



Channel	Rate (%)
App	31.68%
Call Center	33.46%
Website	34.86%

### Total Orders by Channels

Channel	Orders
Call Center	351
App	339
Website	310

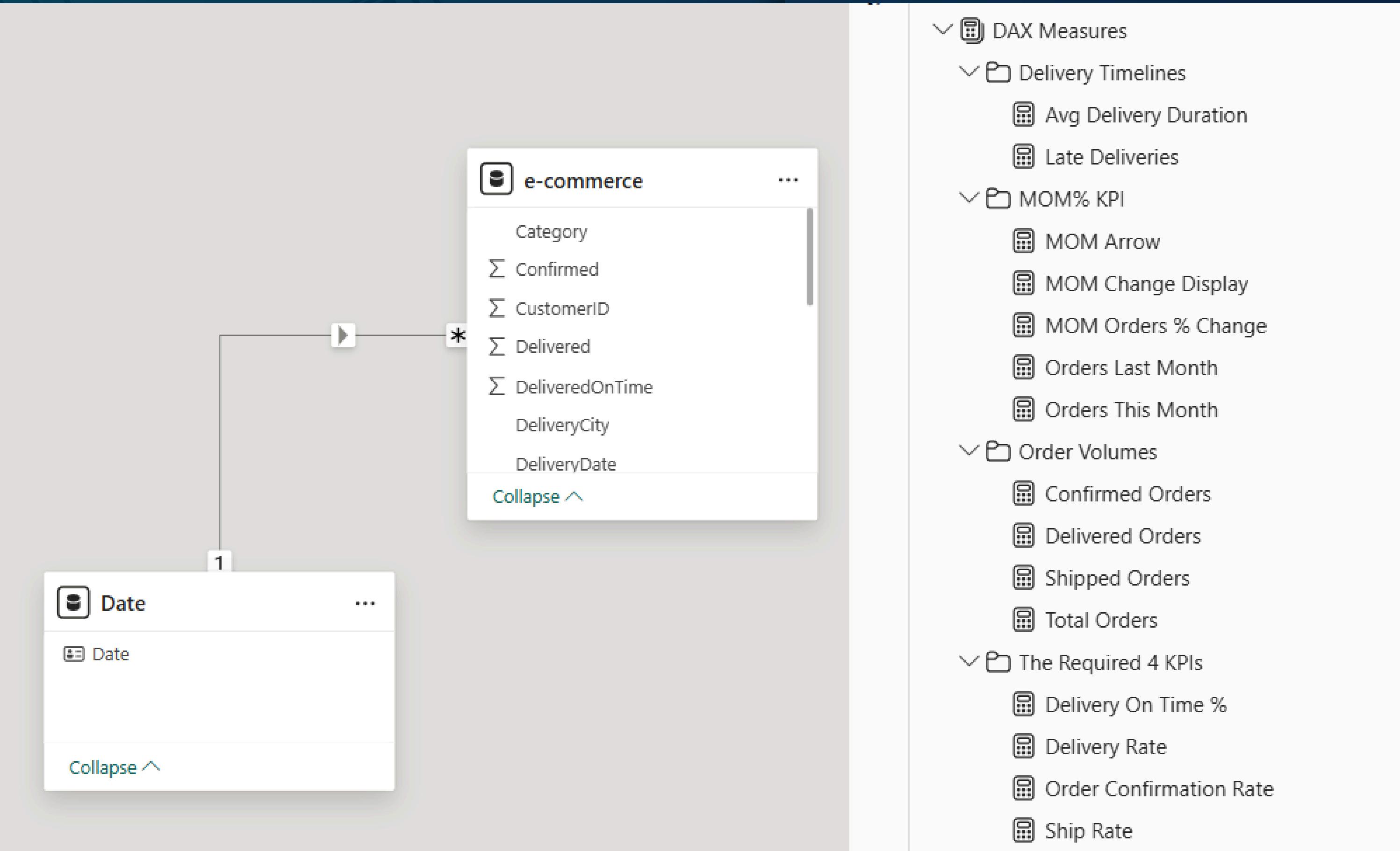
### Orders Delivered by Cities



Microsoft Bing

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# FULL MEASURES



# THANK YOU

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