Present By

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E-COMMERCE COMPANY'S PATH TO SUSTAINABLE GROWTH

Company Overview

E-commerce and online retail encompass the virtual marketplace where businesses and consumers engage in the exchange of products and services over the internet. This mode of commerce removes the necessity of being physically present, granting consumers the ability to explore, compare, and purchase items from any location and at any time. By utilizing platforms such as websites, mobile applications, and social media, e-commerce creates a unified and accessible shopping experience, no matter the device being used.

PROBLEM STATEMENT

The e-commerce company is encountering several operational challenges that are impacting its growth trajectory and customer satisfaction levels.

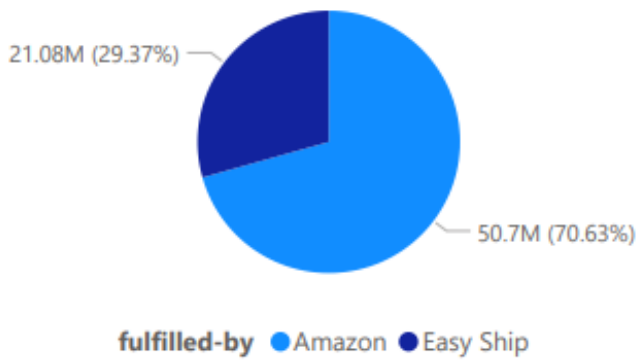
E-COMMERCE SALES DASHBOARD

129K	₹ 71.78M	557	20K	117K
TotalOrder	TotalSalesRevenue	AverageOrderValue	TotalCancelledOrders	TotalQuantity

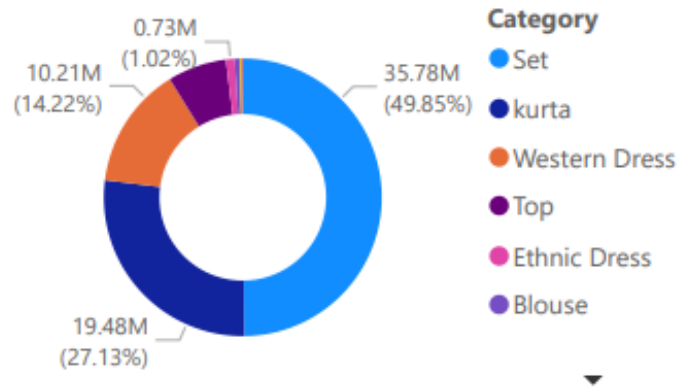
Status
- Qtr 1
- Qtr 2
- Qtr 3

Status
- Cancelled
- Shipped
- Unshipped

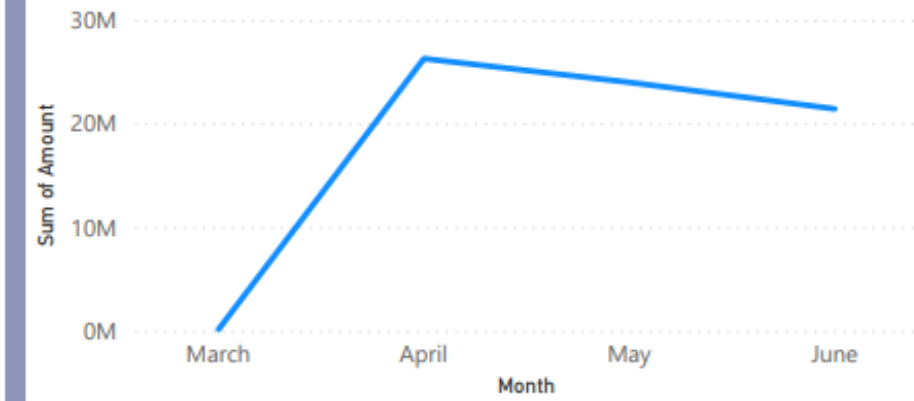
Fulfilment - Amazon v/s Merchant



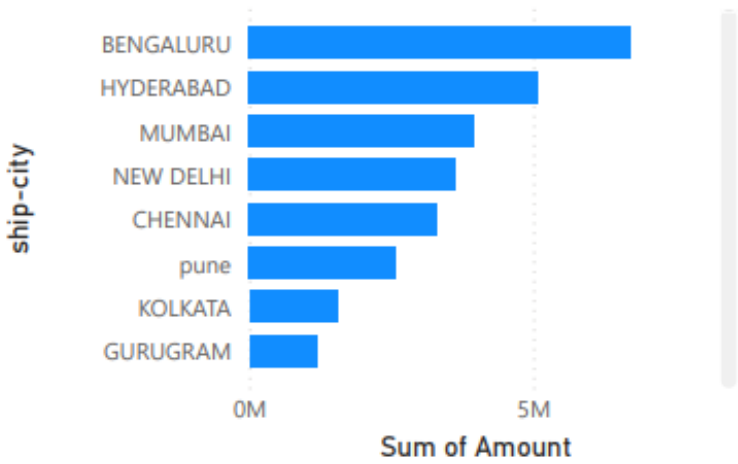
Sales by Category



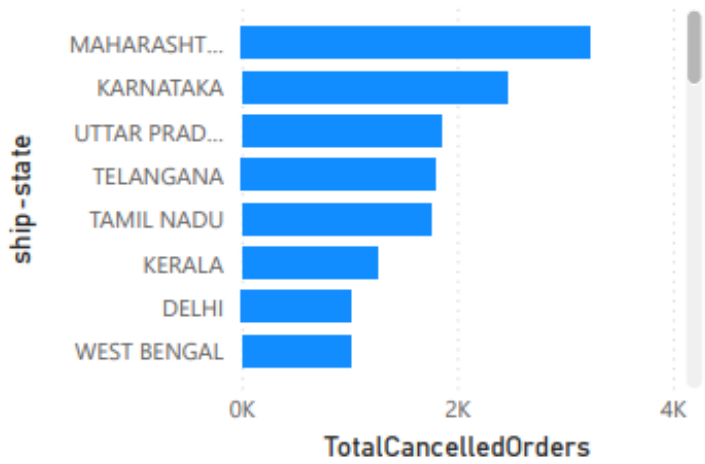
Revenue by Month



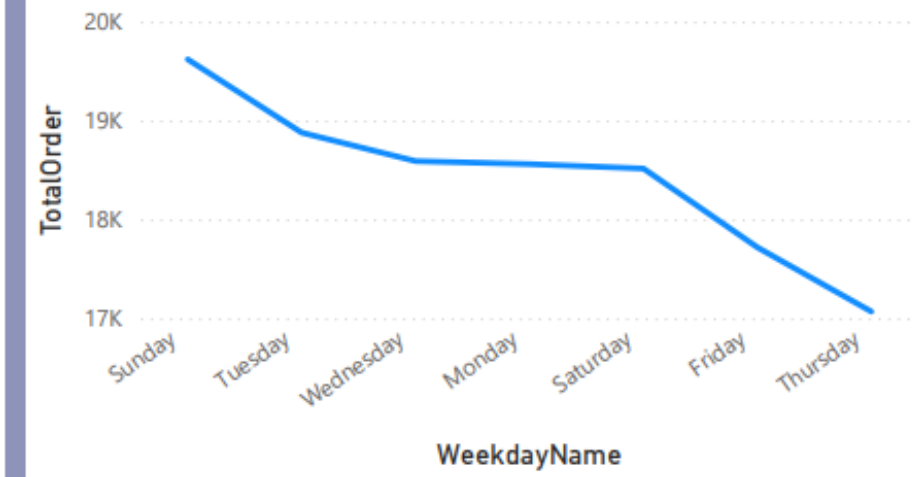
Top Cities by Sales



TotalCancelledOrders by state



Sales by Weekday



KPI’s

- TOTAL ORDER’s

  Total Order : 129K

  DAX FORMULA:

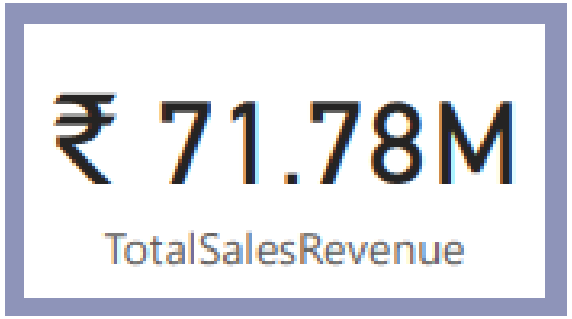
```
1 TotalOrder = COUNTA('sales_dataset'[Order ID])
```

- TOTAL SALES REVENUE

  Total Revenue : ₹71.8M

  DAX FORMULA :

```
1 TotalSalesRevenue = SUM(sales_dataset[Amount])
```



KPI’s

- AVERAGE ORDER VALUE

  Average Order Value : ₹ 557

  DAX FORMULA :

```
AverageOrderValue = DIVIDE([TotalSalesRevenue],[TotalOrder])
```

- TOTAL QUANTITY

  Total Quantity : 117K

  DAX FORMULA :

```
1 TotalQuantity = SUM(sales_dataset[Qty])
```

KPI’s

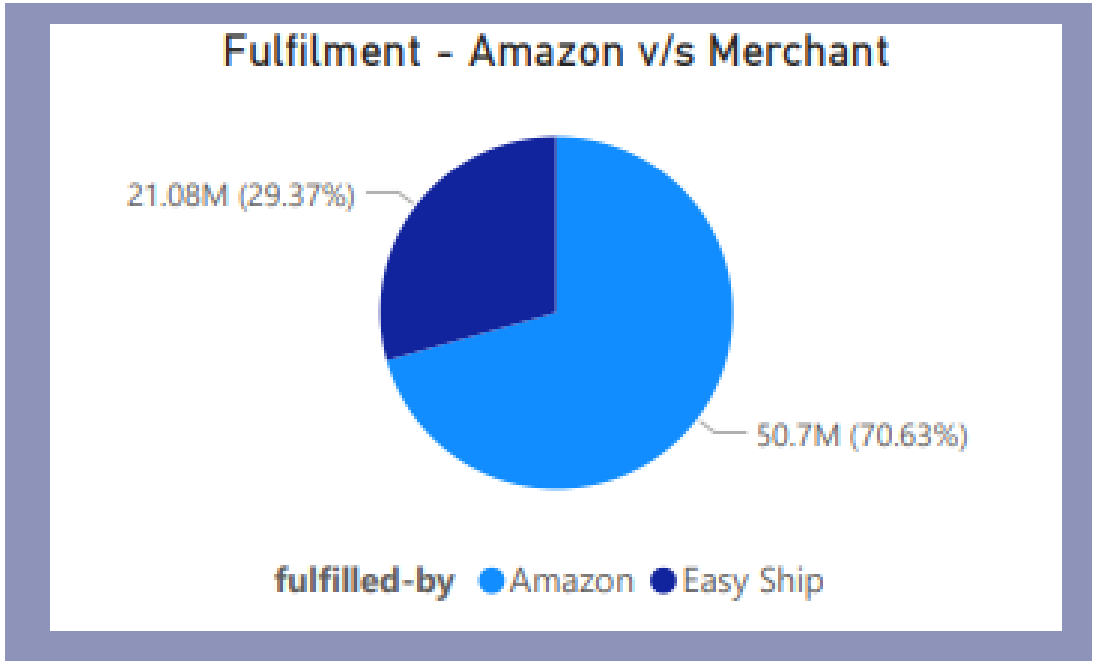
- TOTAL CANCELLED ORDER

  Total Cancelled Order’s : 20K

  DAX FORMULA :

```
TotalCancelledOrders = CALCULATE(
    COUNTROWS(sales_dataset),
    sales_dataset[Status] IN {
        "Cancelled",
        "Shipped - Rejected by Buyer",
        "Shipped - Returning to Seller",
        "Shipped - Damaged",
        "Shipped - Lost in Transit","Shipped - Returned to Seller"
    }
)
```

FULFILMENT AMAZON V/S MERCHANT



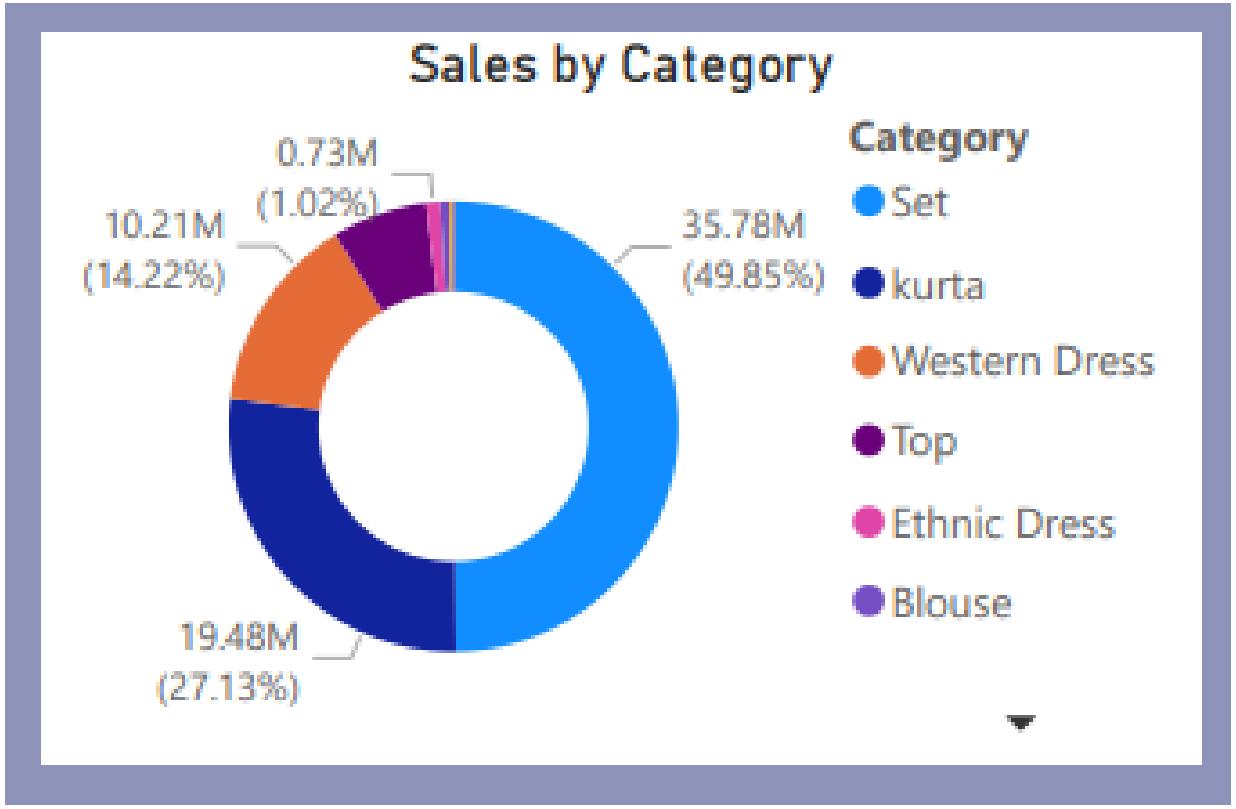
Fulfilment Strategy: Amazon vs. Merchant

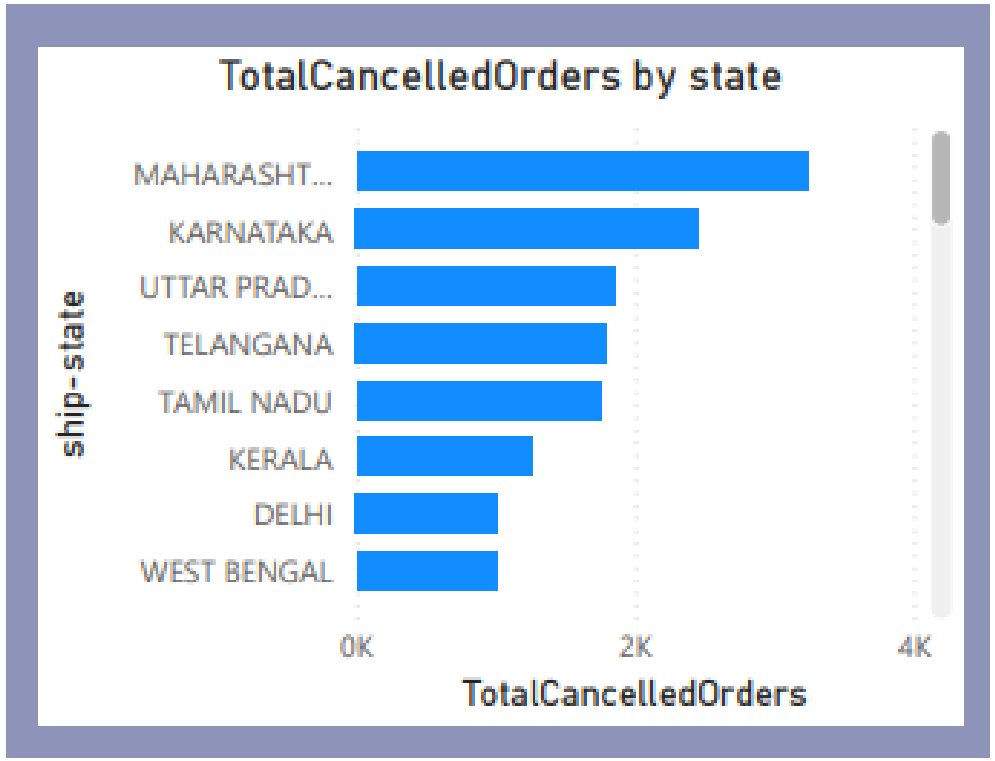
- **Amazon Fulfilment Dominates**: 69.54% (89.67K units)
- **Merchant Fulfilment Significant**: 30.46% (39.27K units)
- **Key Takeaway**: Primary reliance on Amazon's logistics, complemented by substantial merchant-managed operations.

SALES BY CATEGORY

Sales by Category: Key Revenue Drivers

- **"Set" Dominates Sales**: Contributes nearly half (49.0%) of total sales, making it the primary revenue generator.
- **"Kurta" a Strong Second**: Accounts for 27.13% of sales, solidifying its position as a major category.
- **Combined Strength**: "Set" and "Kurta" together drive over 76% of all sales. Western Wear: A distant third, with other categories having minimal contribution.
- **Actionable Insight**: Focus strategy on maximizing "Set" and "Kurta" categories, while evaluating performance and potential for growth in other segments.





CANCELLED ORDER BY STATES

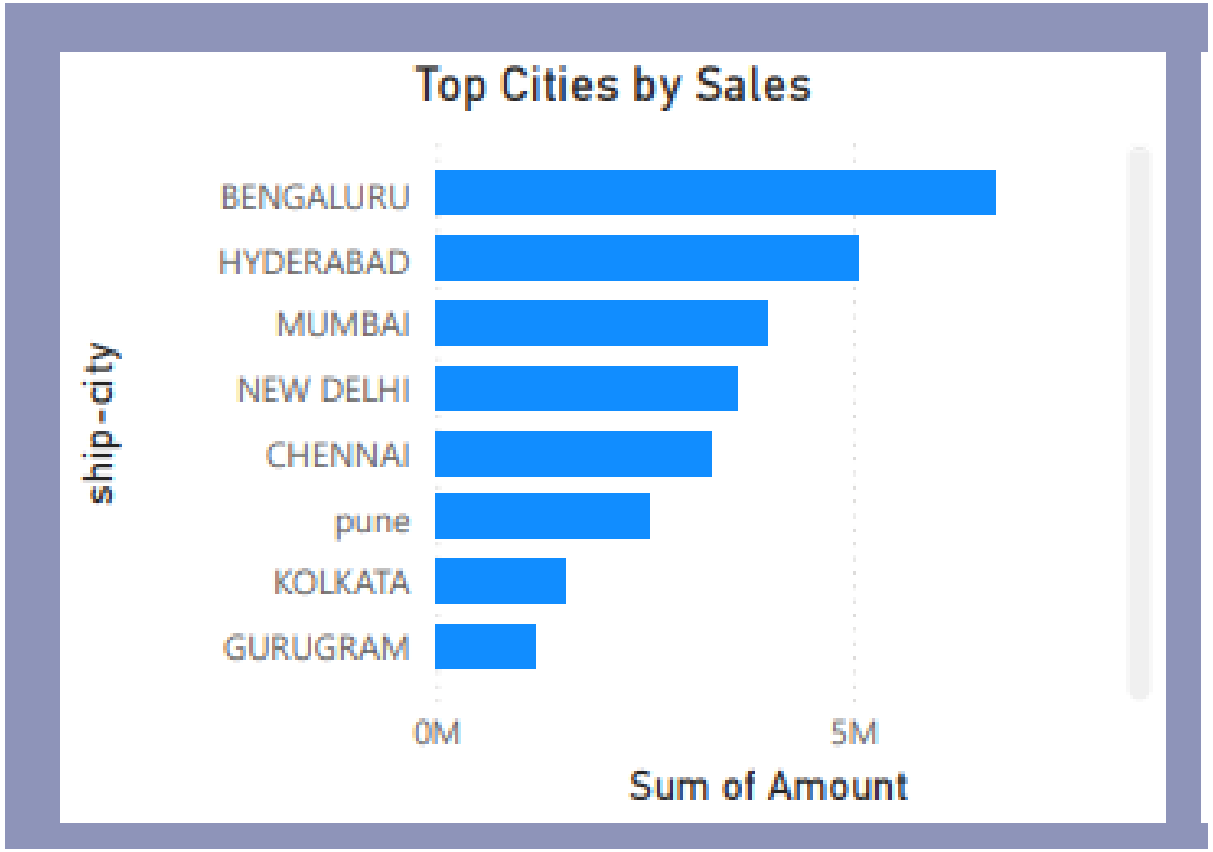
Cancelled Orders by State: Key Areas for Improvement

- **Maharashtra Leads in Cancellations:** Records the highest volume of cancelled orders.
- **Karnataka Second Highest:** Follows closely, indicating significant cancellation issues.
- **Uttar Pradesh, Telangana, Tamil Nadu:** Show moderate to high cancellation rates.
- **Actionable Insight:** Focus immediate investigation on Maharashtra and Karnataka to identify and address underlying causes of high cancellations (e.g., logistics, stock issues, customer service).

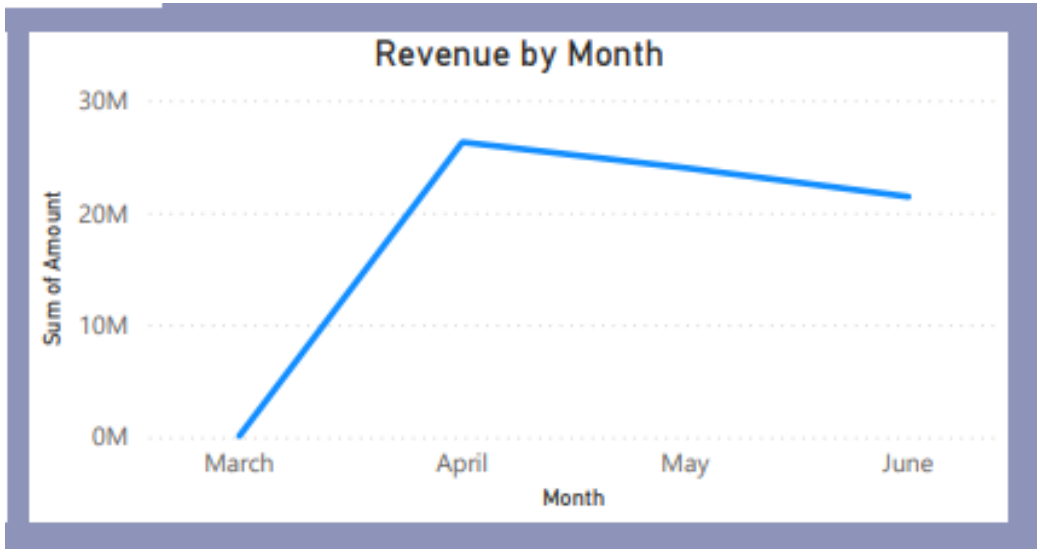
TOP CITIES BY SALE

Top City by Sales Performance

- **Bengaluru Leads Significantly:** Highest sales volume, well above all other cities.
- **Hyderabad a Strong Contributor:** Second in sales, showing strong performance.
- **Key Urban Markets:** Mumbai, New Delhi, and Chennai follow, indicating sales concentration in major metropolitan areas.
- **Actionable Insight:** Focus marketing/sales efforts on Bengaluru and Hyderabad, while maintaining presence in other top cities.



REVENUE BY MONTH

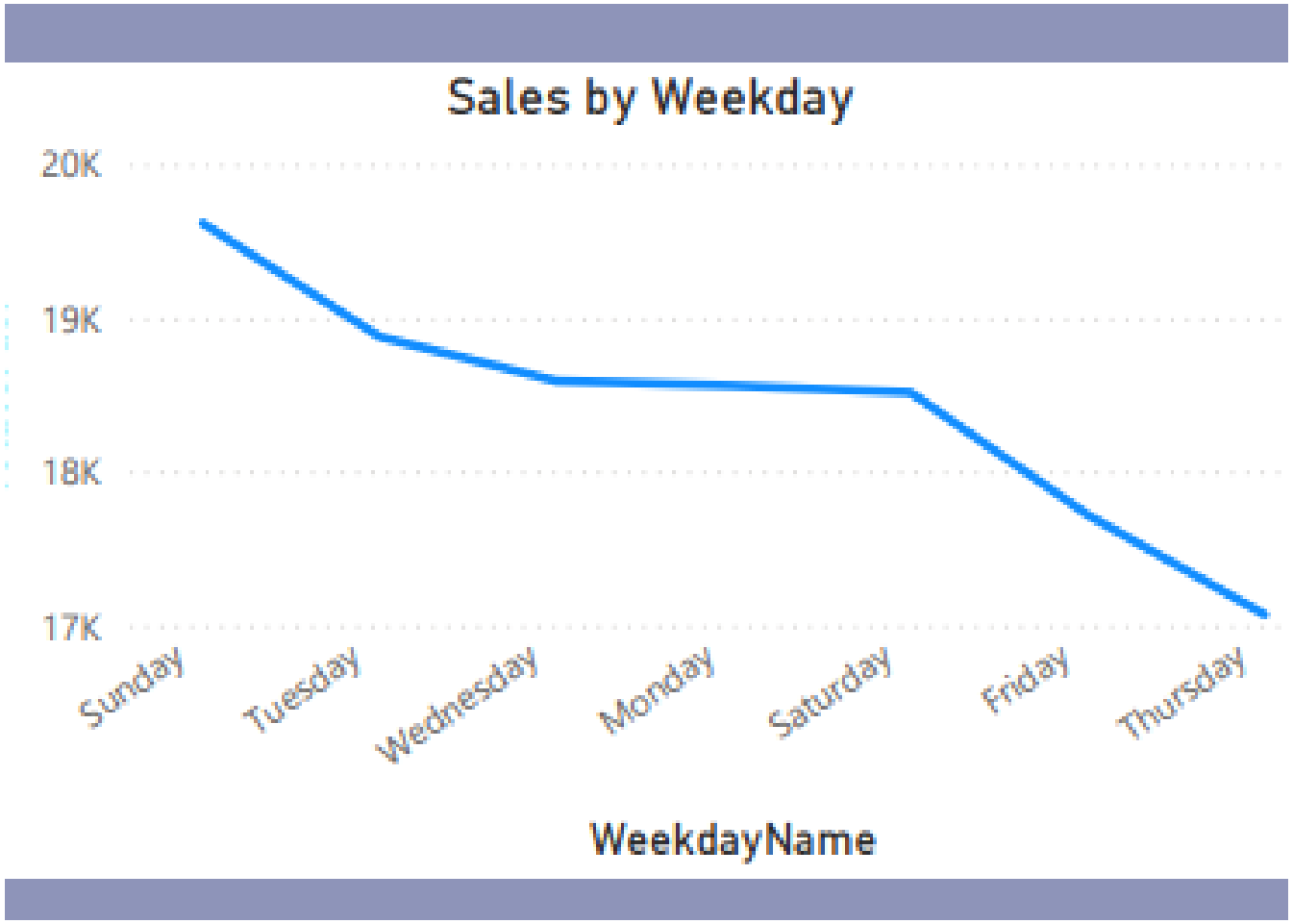


Month" chart:

Revenue by Month: Performance Trends

- **Significant April Peak**: Revenue surged to its highest point in April, demonstrating strong performance (exceeding ₹25M).
- **Subsequent Decline**: A clear downward trend observed from May into June, with current revenue in June notably lower than the April peak but still above ₹20M.
- **Key Insight**: This pattern indicates a potential seasonal high in April or a short-term boost. The post-April decline necessitates investigation into market conditions, sales strategies, or external factors to reverse the trend.

SALES BY WEEKDAY



Sales by Weekday: Performance Patterns

- **Strong Weekend Performance**: Sunday is the highest sales day (₹11.0M), with Saturday also strong (₹10.3M).
- **Consistent Early Week Sales**: Monday, Tuesday, and Wednesday maintain solid sales above ₹10M.
- **Mid-Week Dip**: Thursday records the lowest sales at ₹9.5M, indicating a dip in activity.
- **Actionable Insight**: Optimize staffing and marketing efforts for peak weekend demand. Consider promotions or targeted campaigns to boost sales on Thursdays.

CONCLUSION

E-COMMERCE PERFORMANCE - STRENGTHS & DRIVERS

Solid Revenue & Dominant Channels

- **Overall Performance:** ₹71.8M Revenue, 129K Orders, Healthy ₹557 AOV.
- **Fulfilment Power:** Amazon handles 69.54% of fulfilment.
- **Key Markets:** Bengaluru and Hyderabad lead sales.
- **Sales Peaks**: April was the highest revenue month; Sunday is the strongest sales day.

E-COMMERCE PERFORMANCE - CHALLENGES & ACTIONS

Focus Areas for Growth & Efficiency

- **High Cancellations:** 20K cancelled orders, especially in Maharashtra & Karnataka.
- **Revenue Decline:** Revenue trending down since April peak. Sales Dip: Thursday is the weakest sales day.
- **Category Concentration:** "Set" & "Kurta" drive over 76% of sales; others are minimal.
- **Action:** Address cancellations, revive revenue growth, optimize low-sales days, and refine category strategy.

THANK YOU FOR WATCHING

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