Ecommerce Trend Analysis

Flipkart

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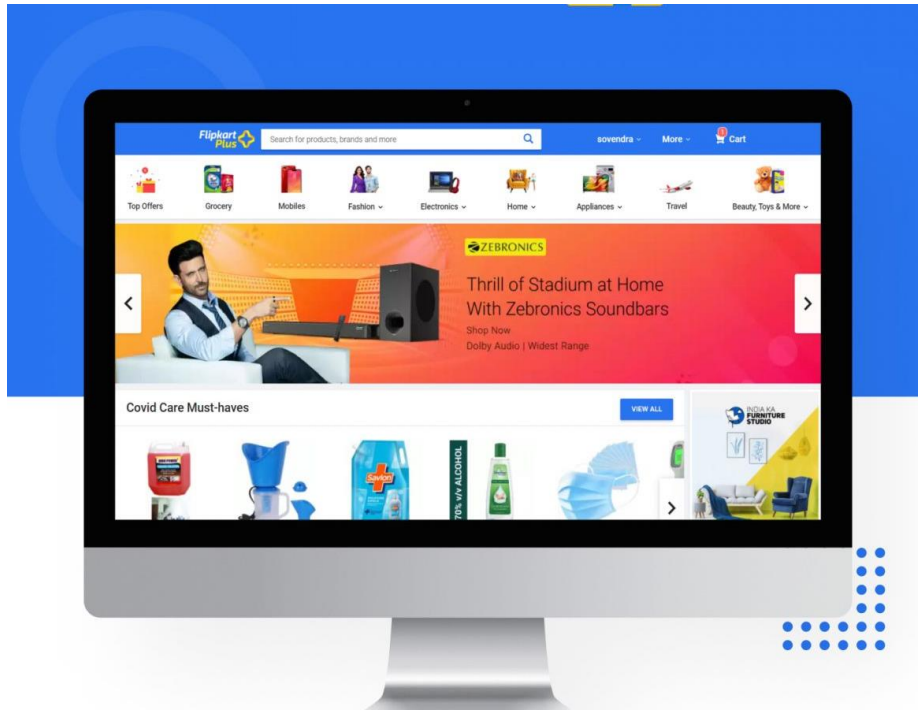
DESIGN INS

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Problem Statement
& Background

- The problem entails analysing the Flipkart sales dataset to extract insights into customer preferences, product performance, and sales trends. Specifically, the analysis aims to identify the most popular categories, brands, pricing strategies, and customer ratings within the dataset.

- In the highly competitive e-commerce landscape, understanding customer behaviour and market dynamics is crucial for business success. By delving into the Flipkart sales dataset, we seek to leverage data-driven insights to optimise product listings, refine pricing strategies, and enhance overall customer satisfaction. This analysis holds the potential to drive increased sales, foster customer loyalty, and elevate the overall performance of Flipkart's business operations.

Project
Scope

The project aims to delve into the Flipkart sales dataset to decipher customer preferences, product performance, and sales trends. Through comprehensive analysis, it seeks to uncover the most sought-after product categories, preferred brands, effective pricing strategies, and customer satisfaction indicators. By extracting actionable insights, the project endeavours to guide strategic decision-making processes aimed at optimising product listings, refining pricing structures, and elevating overall customer experience to drive business growth and enhance market competitiveness.
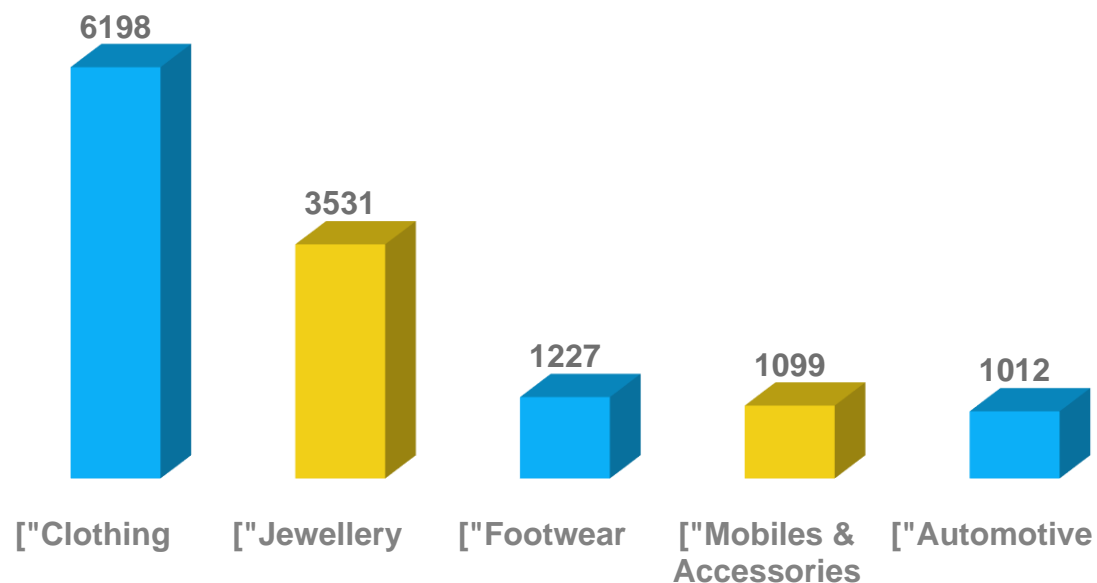
FLIPKART
MARKETING

RECOMMENDED ANALYSIS

Top 5 Categories with Highest No. of Listing

|				
6198	3531	1227	1099	1012
["Clothing	["Jewellery	["Footwear	["Mobiles & Accessories	["Automotive

Based on this statistics, the top 5 product categories on Flipkart, ranked by the number of listings, are Clothing with 6198 listings, followed by Jewellery with 3531 listings, Footwear with 1227 listings, Mobiles & Accessories with 1099 listings, and Automotive with 1012 listings. This data indicates the prominence of these categories in Flipkart's offerings, with clothing being the most prevalent category.

Top 5 Flipkart Brands

- Slim and TheLostPuppy complete the top five, with 288 (17.9%) and 229 (14.4%) listings respectively, contributing to the diverse range of brands available on Flipkart.

- Allure Auto holds the top position among Flipkart brands, with 469 (29.5%) product listings, showcasing a significant presence in the marketplace.
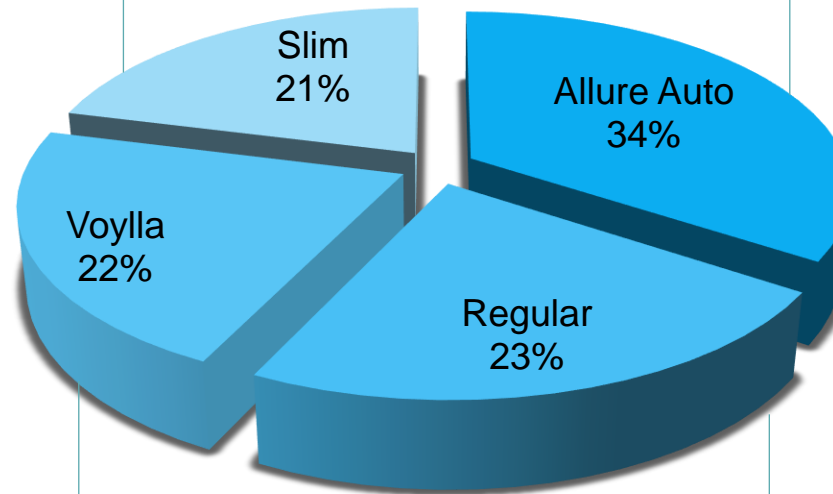
- Voylla secures the third position with 299 (18.8%) listings, highlighting its strong assortment of offerings and popularity among shoppers.

- Regular follows closely behind, with 313 (19.45%) listings, indicating a notable presence and popularity among customers.

Slim
21%

Allure Auto
34%

Voylla
22%

Regular
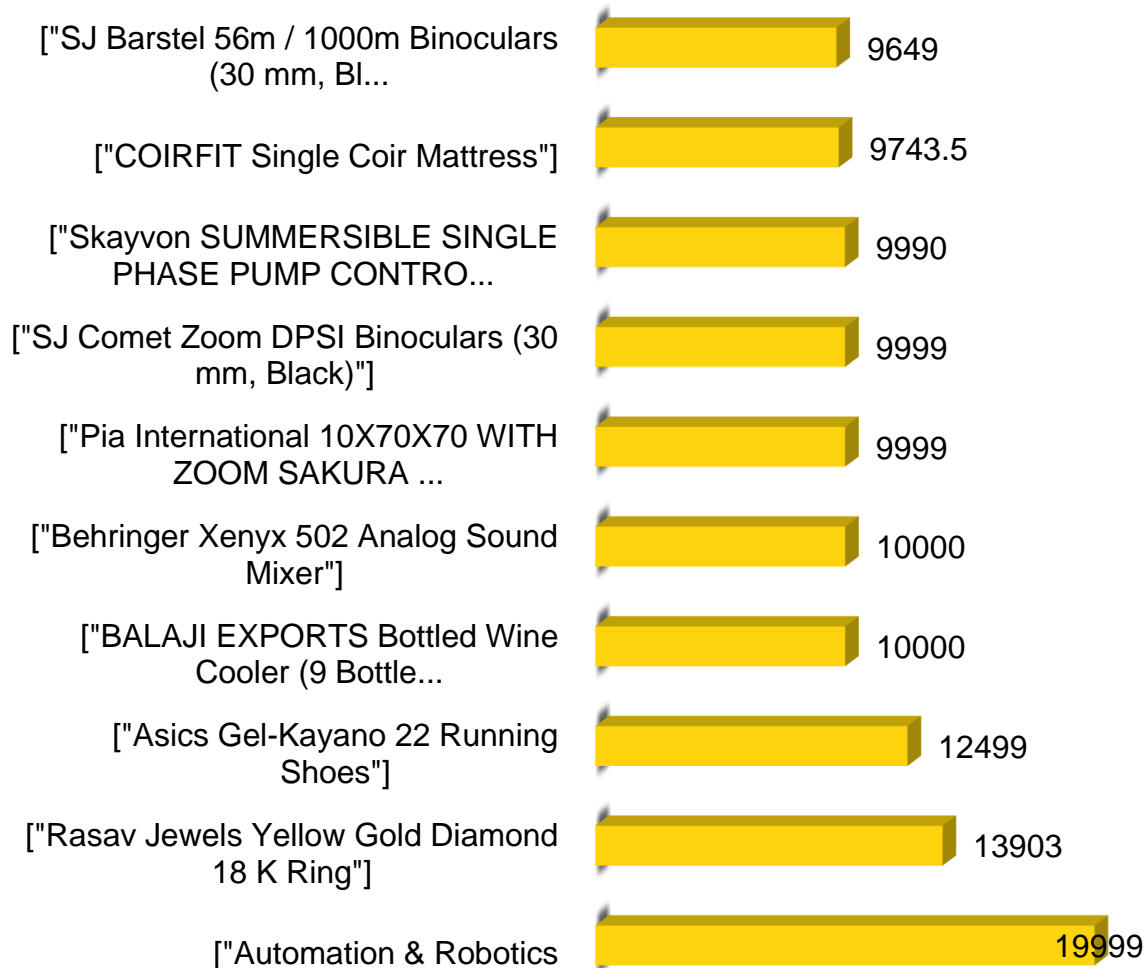23%

Distribution of Mean Product Ratings by Brand

Among the 88 brands, the highest average rating attained is 5.0. Additionally, only three brands achieved a rating of 4.8, while two brands received ratings of 4.7 and 4.6, respectively. Furthermore, four brands secured a rating of 4.5.

[4.3, 4.5]	(4.5, 4.7]	(4.7, 4.9]	(4.9, 5.1]
5	4	3	29
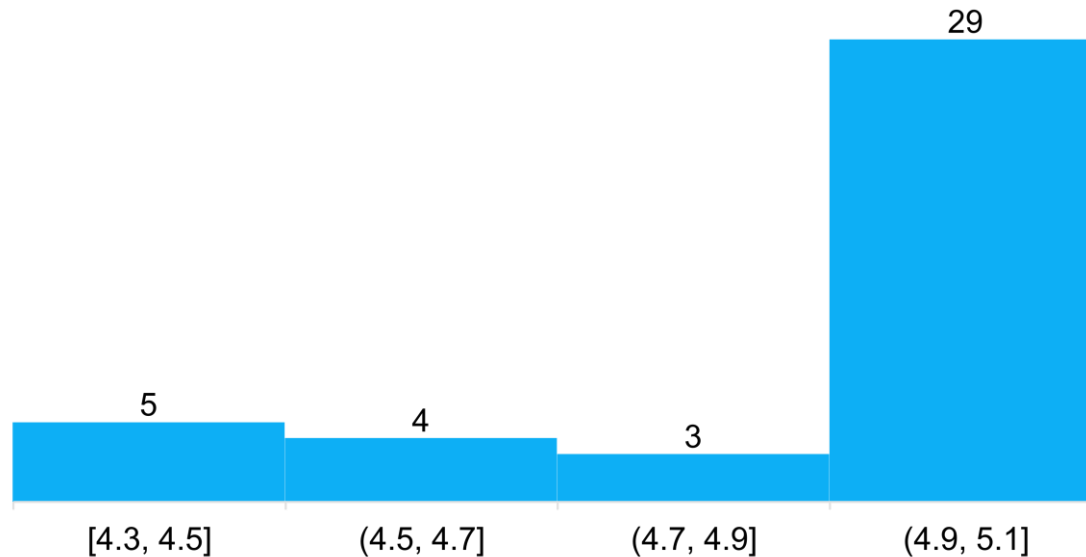
Top 10 Product Category with the highest retail price

Product	Price
["SJ Barstel 56m / 1000m Binoculars (30 mm, Bl...	9649
["COIRFIT Single Coir Mattress"]	9743.5
["Skayvon SUMMERSIBLE SINGLE PHASE PUMP CONTRO...	9990
["SJ Comet Zoom DPSI Binoculars (30 mm, Black)"]	9999
["Pia International 10X70X70 WITH ZOOM SAKURA ...	9999
["Behringer Xenyx 502 Analog Sound Mixer"]	10000
["BALAJI EXPORTS Bottled Wine Cooler (9 Bottle...	10000
["Asics Gel-Kayano 22 Running Shoes"]	12499
["Rasav Jewels Yellow Gold Diamond 18 K Ring"]	13903
["Automation & Robotics	19999

The product category with the highest average retail price falls within the range of 9,000 to 20,000 INR. This category encompasses items such as Automation & Robotics, premium jewellery pieces, high-end running shoes, and specialized optical equipment. These findings suggest that products requiring advanced technology, intricate craftsmanship, or specialized features tend to command higher retail prices on Flipkart.
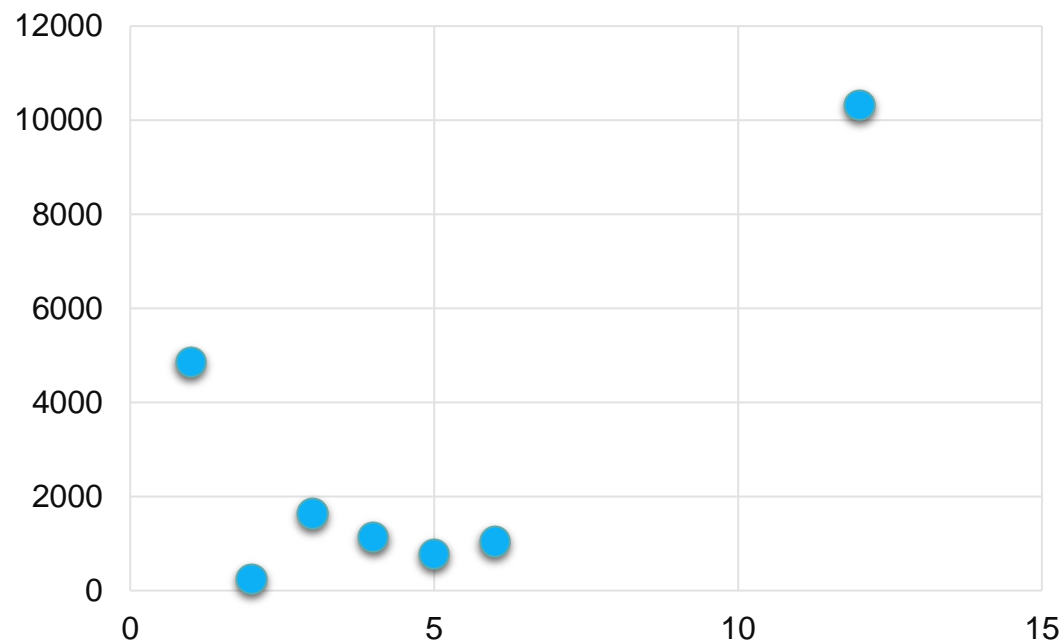
Data Crawl Frequency By Month

The data indicates that the crawling activity peaked in December, with 10,315 instances recorded, suggesting that December was the month when the dataset was most extensively crawled. Conversely, the crawling activity was comparatively lower in other months, with January having the next highest count of 4,850 instances.

Conclusion

The analysis of Flipkart's sales data unveils key insights: Clothing, Jewellery, Footwear, Mobiles & Accessories, and Automotive dominate the product listings. Allure Auto, Regular, Voylla, Slim, and TheLostPuppy emerge as the top brands. Flipkart offers an average discount of 40.52%, with only 1849 products having customer ratings. Approximately 3.925% of products are part of the Flipkart Advantage program. The top three most expensive products cater to niche markets, while categories like Automation & Robotics command high average retail prices. Data crawling peaked in December, indicating robust activity during that period. These findings inform strategic decisions to optimize product offerings and customer experiences.

And you have
Successfully signed up

Thank You

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