DATA SCIENCE BOOTCAMP 1
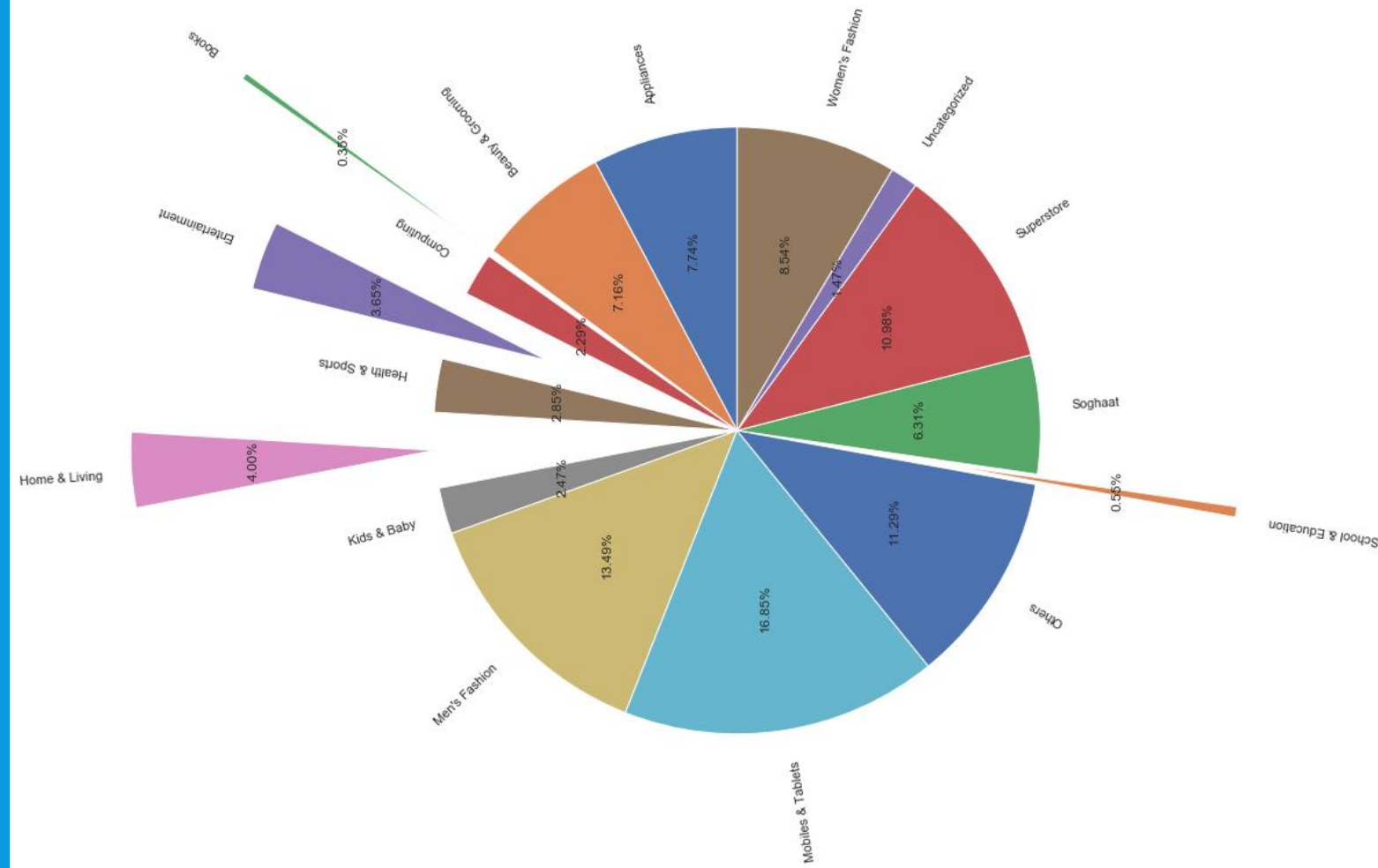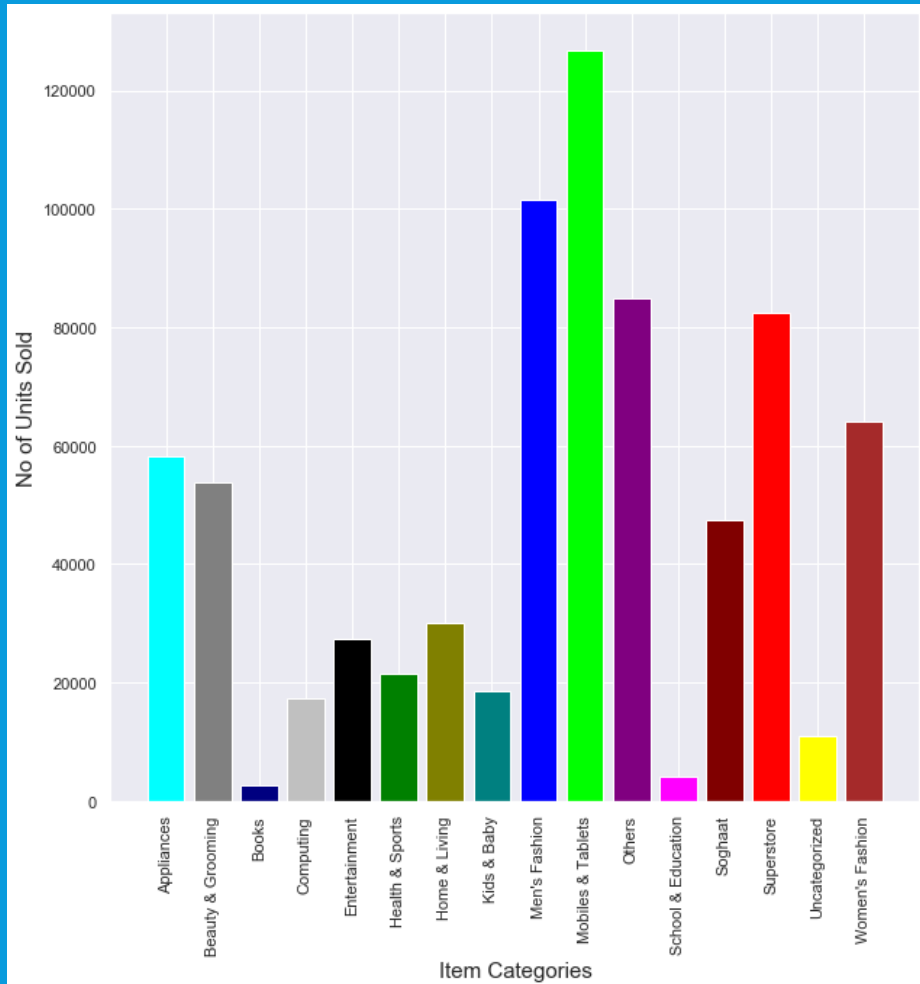# BY
DEEP LEARNING TECH

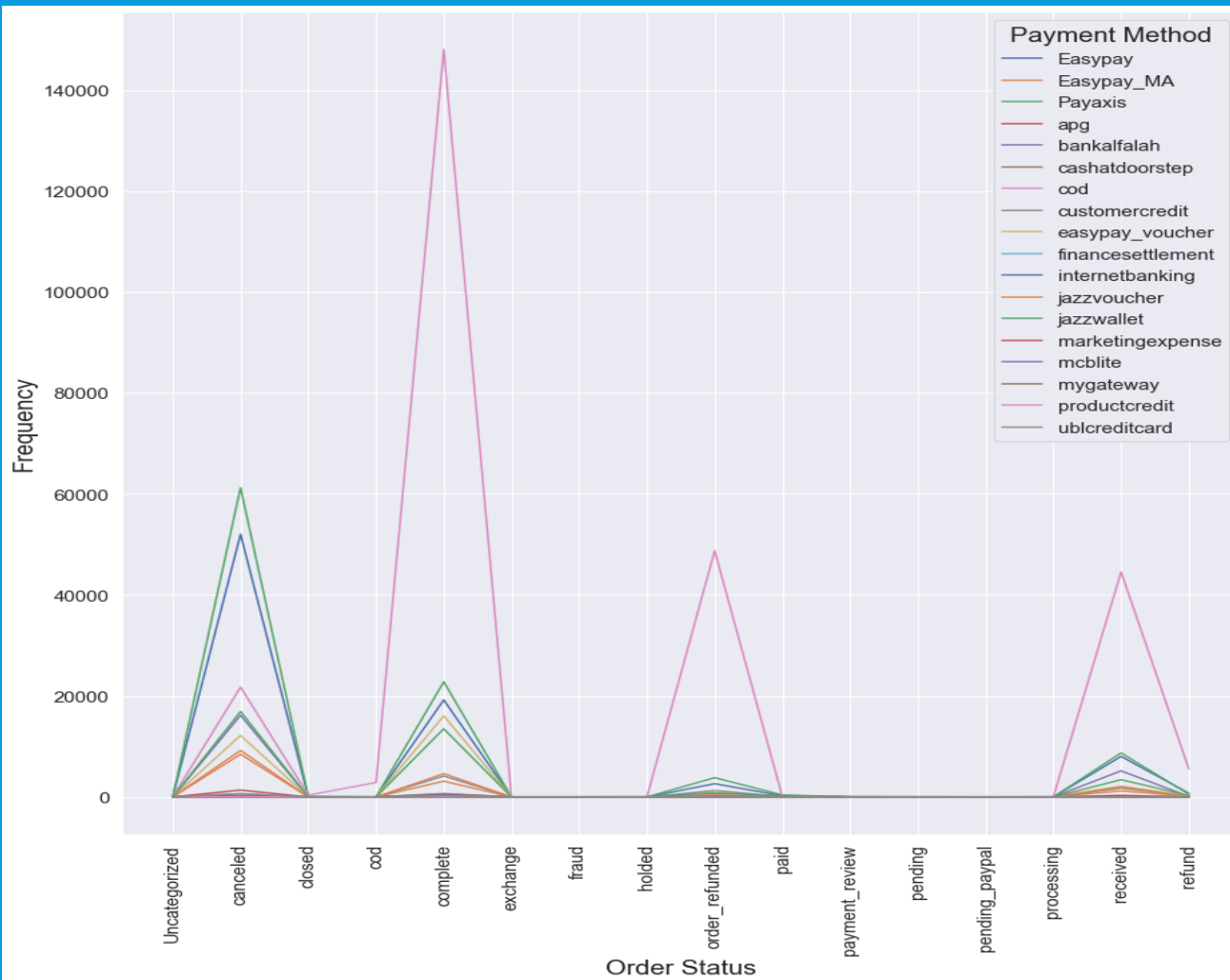## Project 1 Summary: Ecommerce Dataset

Saad Iqbal

email: siqbal_a@hotmail.com

TOP SELLING ITEM CATEGORIES

CORRELATION B/W ORDER & PAYMENT METHOD

1- Positive Correlation between Orders Completion and Payment Methods based on Credit such as Cash on Delivery, Credit Cards and Discount Vouchers

2- Negative Correlation between Orders Completion and Advance Payment Methods such as Internet Banking, Mobile Banking etc

CORRELATION B/W ORDER DATE & ITEM CATEGORY
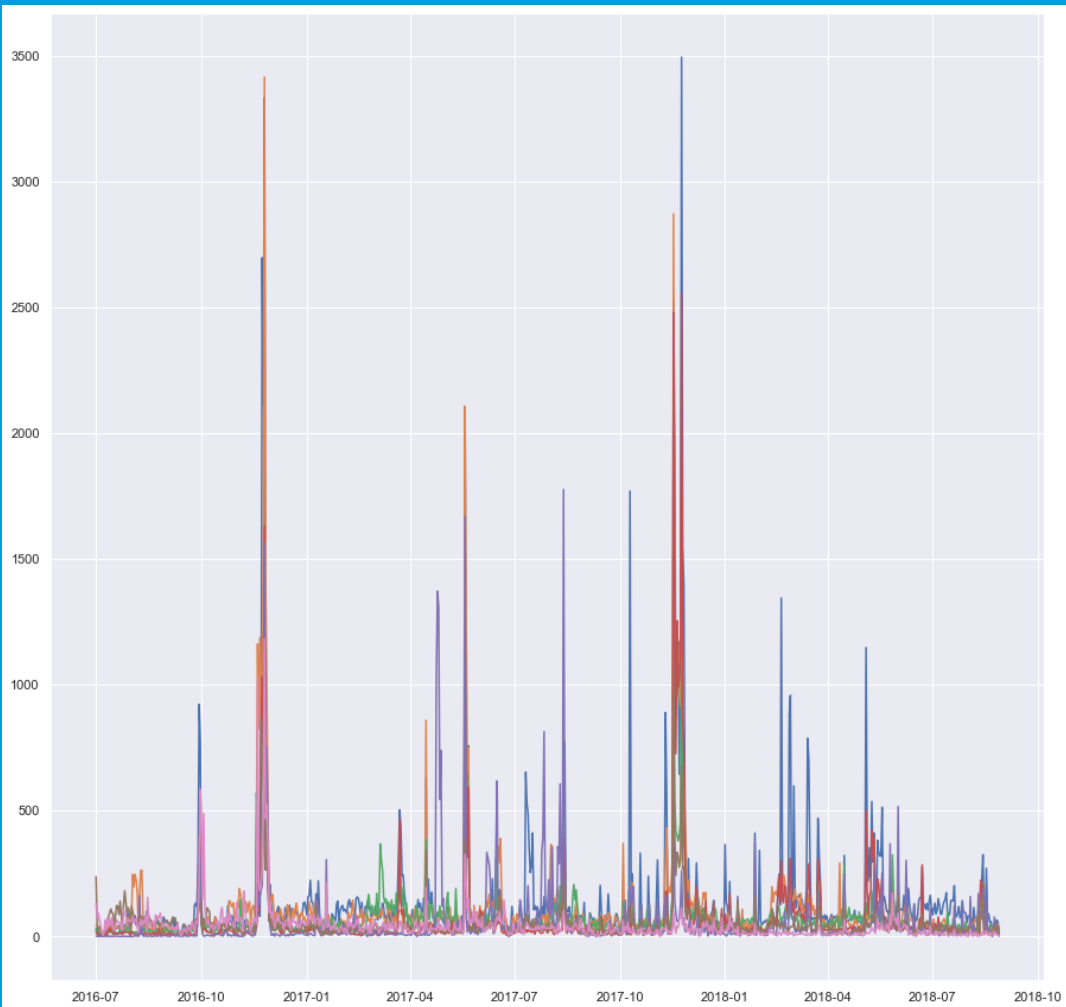
Plotted top 5 item categories graphs against the order dates.

Correlation between order date and item category seems to be positive due to high peaks i.e. annual product sale at the end of the year supported by mid year high selling season.

CUSTOMER LIFTIME VALUE: RFM SCORE

Segment	RFM	Description	Marketing
Best Customers	111	Bought most recently and most often, and spend the most	No price incentives, new products, and loyalty programs
Loyal Customers	X1X	Buy most frequently	Use R and M to further segment
Big Spenders	XX1	Spend the most	Market your most expensive products
Almost Lost	311	Haven't purchased for some time, but purchased frequently and spend the most	Aggressive price incentives
Lost Customers	411	Haven't purchased for some time, but purchased frequently and spend the most	Aggressive price incentives
Lost Cheap Customers	444	Last purchased long ago, purchased few, and spent little	Don't spend too much trying to re-acquire

- RECENCY (R): Days since last purchase

- FREQUENCY (F): Total number of purchases

- MONETARY VALUE (M): Total money this customer spent

TOP 10 BEST CUSTOMERS!

Customer ID	Days - Last Purchase	Total No of Orders	Total Order Value	RFMScore
111057	37	121	31,338,185	111
109038	39	138	28,341,358	111
110215	10	110	21,969,066	111
113694	0	223	16,531,260	111
39707	1	509	16,463,502	111
111127	65	47	12,370,508	111
109213	68	78	11,977,615	111
11305	76	139	11,699,619	111
56449	11	355	10,778,112	111
113963	12	114	10,493,624	111

ORDER FULFILMENT STATUS
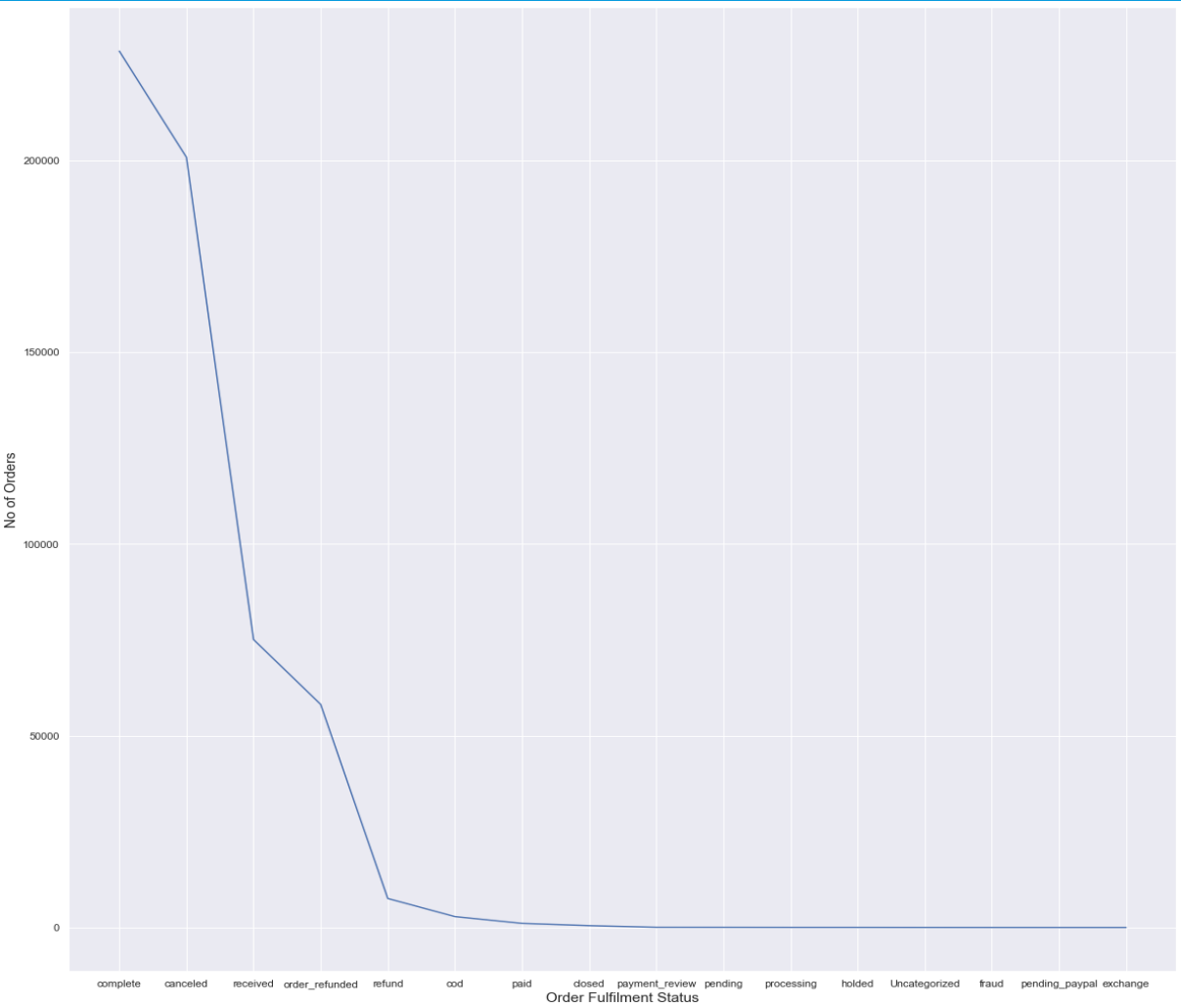
Order Status	No of Orders
Complete	228,551
Canceled	200,860
Received	75,083
Order_Refunded	58,176
Refund	7,559
COD	2,832
Paid	1,061
Closed	468
Payment_Review	57
Pending	48
Processing	33
Holded	31
Uncategorized	19
Fraud	10
Pending_Paypal	7
Exchange	4

THANK YOU!