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ECOMMERCE ANALYSIS

Overview

The goal of the analysis is briefly summarized in this chapter.

Goal: Using a publicly accessible online dataset, investigate and comprehend product categories, customer demographics, discount usage, and purchase trends in an eCommerce platform.

Overview of the Dataset

- The online eCommerce dataset is accessible to the general public.
- Important Features Examined:
 - Product types
 - Methods of purchase
 - Gender and age groups
 - Locations
 - Sales volume and discounts

Revenue Insights

- **Net Amount:** ₹158.18 Million
- **Gross Amount:** ₹165.71 Million

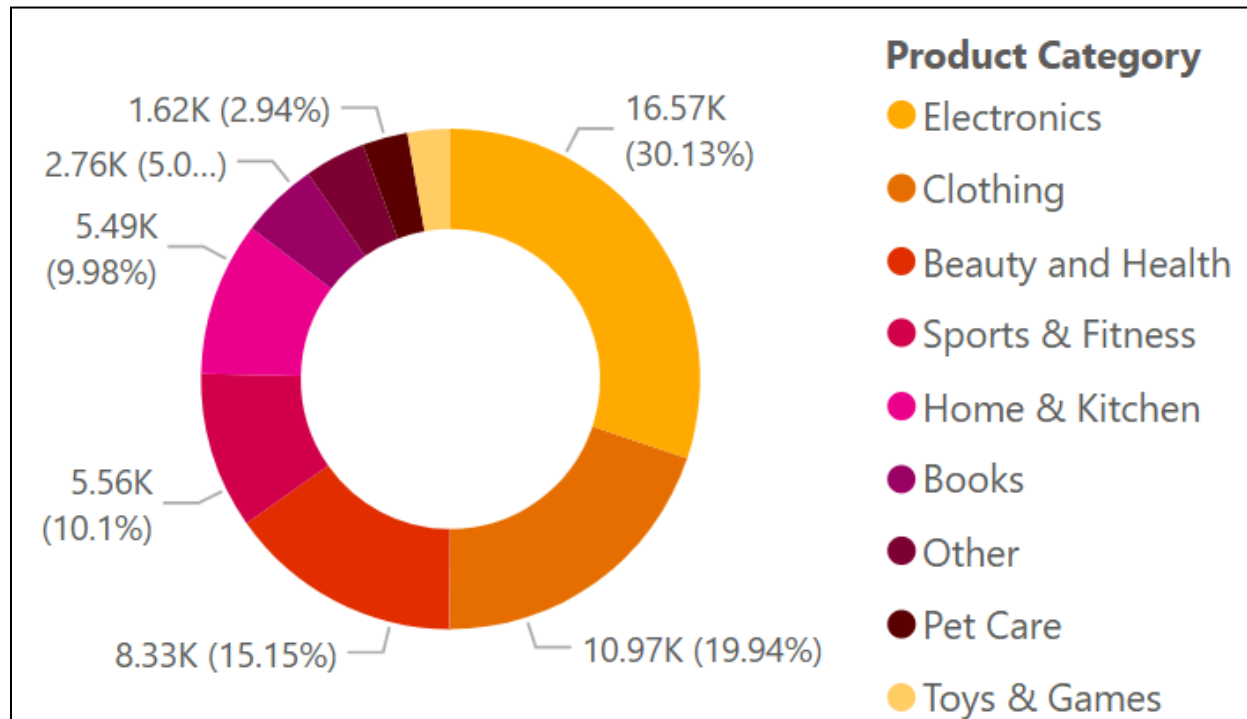
Product Category Analysis

Product category engagement is visualized using donut and tile charts:

- **Top categories by count:**
 - Electronics (30.13%)
 - Clothing (19.94%)
 - Home & Kitchen (15.15%)
- **Least popular categories** include Pet Care, Toys & Games, and Other

Purchase Method Analysis

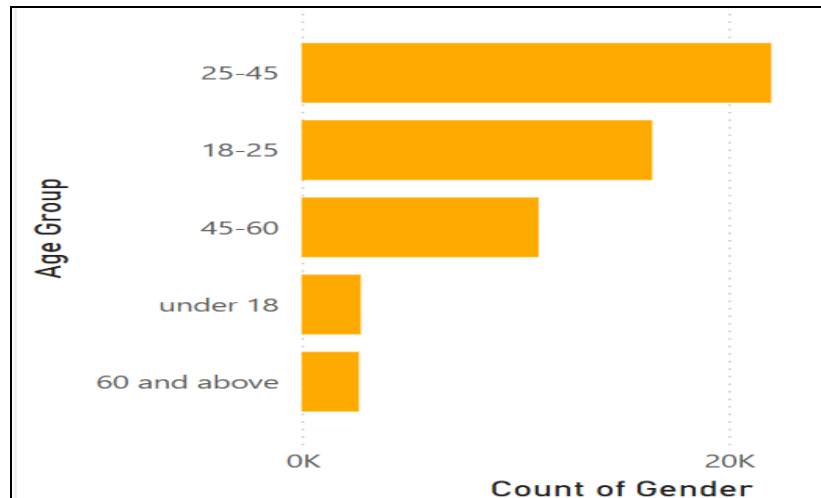
- The donut chart provides a breakdown of how users make purchases across different product categories.
- **Electronics and Clothing** dominate purchases, likely indicating essential or high-demand product lines.



Demographic Insights

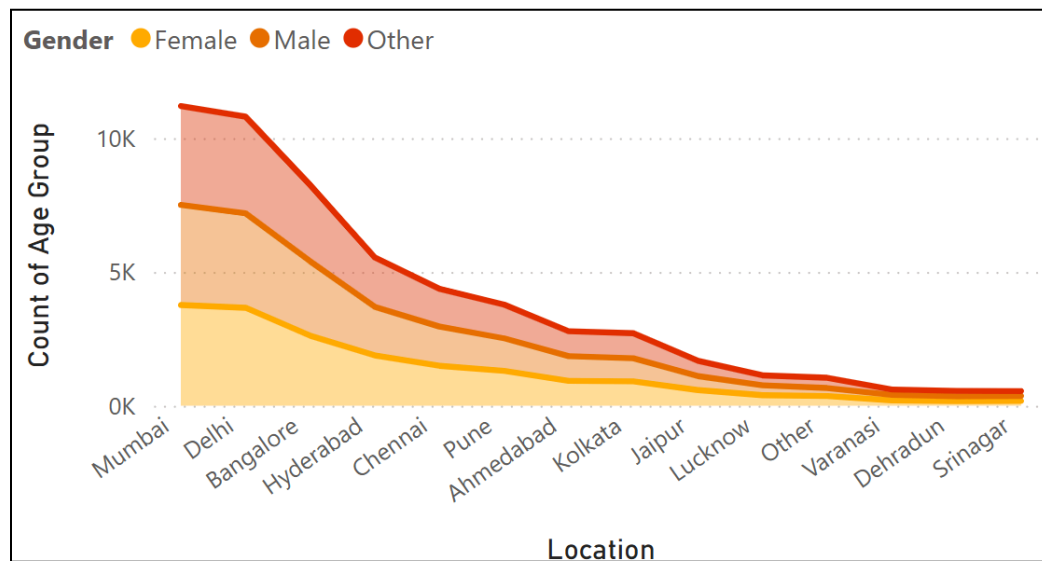
a. Age Group & Gender

- The **25–45 age group** has the highest purchasing count, followed by **18–25**.
- Majority gender representation appears balanced, but a deeper gender split isn't fully detailed.



b. Location & Gender

- Cities like **Mumbai, Delhi, and Bangalore** top the list for most users, with a gradual drop-off in smaller cities.
- Gender trends seem relatively consistent across cities.



Conclusion

Key Takeaways & Business Insights

- **Target Audience:** Young adults (18–45), especially in metro cities.
- **Product Focus:** Electronics and clothing should remain primary offerings.
- **Marketing Strategy:** Seasonal discounts are highly effective and should be leveraged more.
- **Demographic Expansion:** Explore strategies to engage the under-18 and 60+ segments.