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पिंपरी चिंचवड कॉलेज ऑफ इंजिनीअरिंग अँड रिसर्च

# BI Presentation

## "Flipkart Product Analysis"

**Members:-**

*Shubham Kokane(35)*
*Shreyas Soni(68)*
*Piyush Wadi(72)*

# Abstract

E-commerce analytics is the process of using analytical tools to provide analysis of business trends, patterns, and performance in the retail industry. Online business analytics allows us to leverage data-driven insight from the business and the customers to improve the customer experience, increase the sales, and optimize operations. Successful online store organizations leverage insight about their customers, products, and operations derived from retail analytics tools to make better decisions around marketing and sales. With online store analytics, we gain a single source of truth about customers, their preferences of product, and the profit analysis.

# Introduction

Flipkart is one of the leading online stores in India right now. Flipkart products analysis can deliver actionable intelligence to positively inform every aspect of its business — from sales of their top selling products and marketing, inventory, and customer behavior. Analysis tools like Tableau can help us to identify the most valuable customer cohort, as well as their product preferences. With the help of retail data analytics, we can identify products that sell best, forecast sales and future demand, and better control cash flow. Analysis tools like Tableau can support our efforts to improve operational performance and customer experience. Successful retail organizations leverage insight about the customers, products, and operations derived from retail analytics tools to make better decisions around marketing, sales, and operations.

# Scope Of Study

This study examines the overall sales and marketing strategies of Flipkart.com in utilizing 4P's of products and services to satisfy its online customers. It also focuses on the techniques of Segmentation, Targeting and Positioning (STP) by online marketers in India.

# Hardware Requirements

- CPU Speed : 2GHz 13
- RAM : 4/8G
- Disk Space : 2GB

# Software Requirements

- Operating System : Windows/Ubuntu OS
- Tools: Tableau Desktop
- Other: Data Analysis, Business Intelligence

# Methodology: **Tableau**

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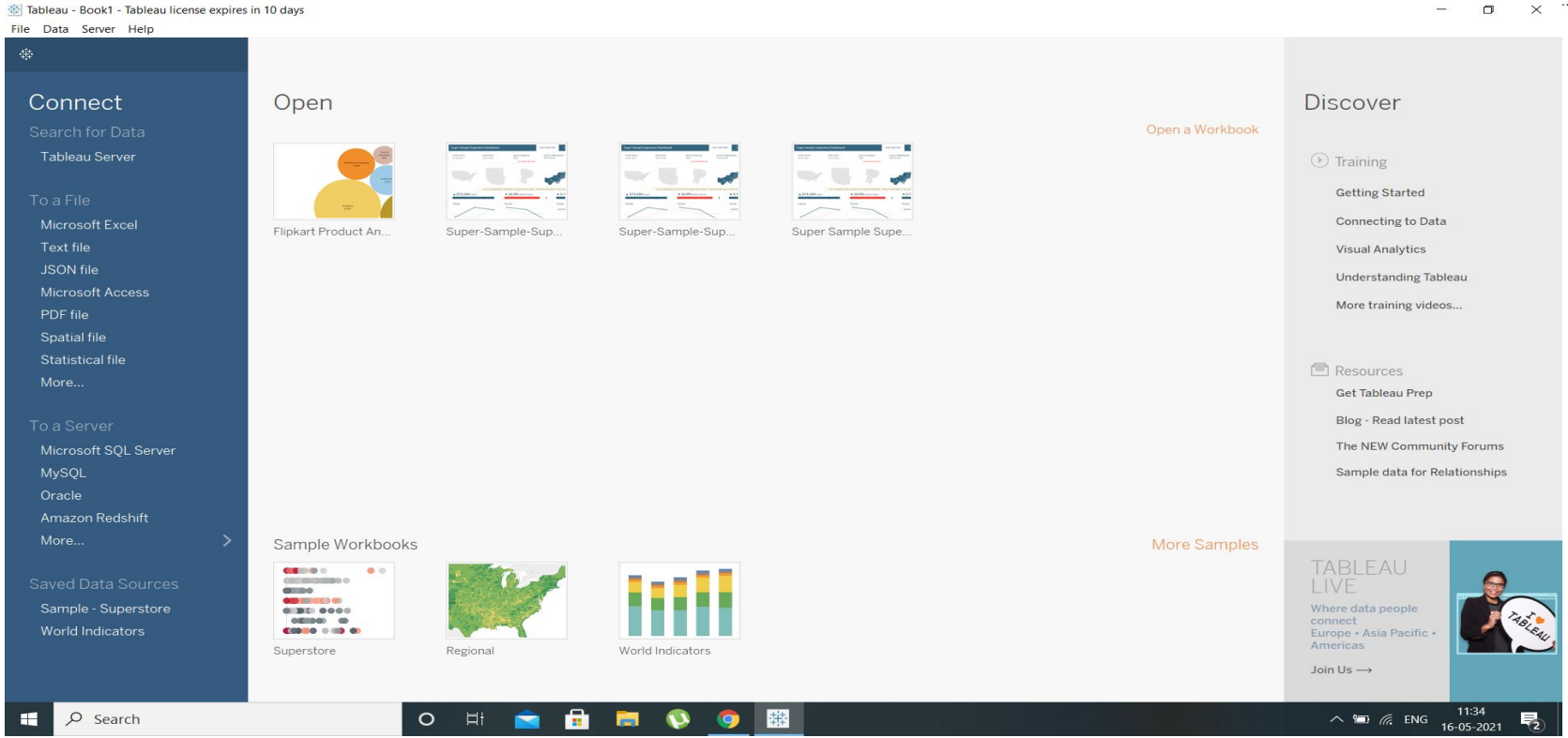
- Tableau is the fastly growing and powerful data visualization tool. Tableau is a business intelligence tool which helps us to analyze the raw data in the form of the visual manner; it may be in the form of graphs, reports, etc.
- Data analysis is very fast with Tableau, and the visualizations created are in the form of worksheets and dashboards. Any professional can understand the data created using Tableau.
- Tableau software doesn't require any technical or any programming skills to operate. Tableau is easy and fast for creating visual dashboards.

# Software Overview



# Project Screenshots

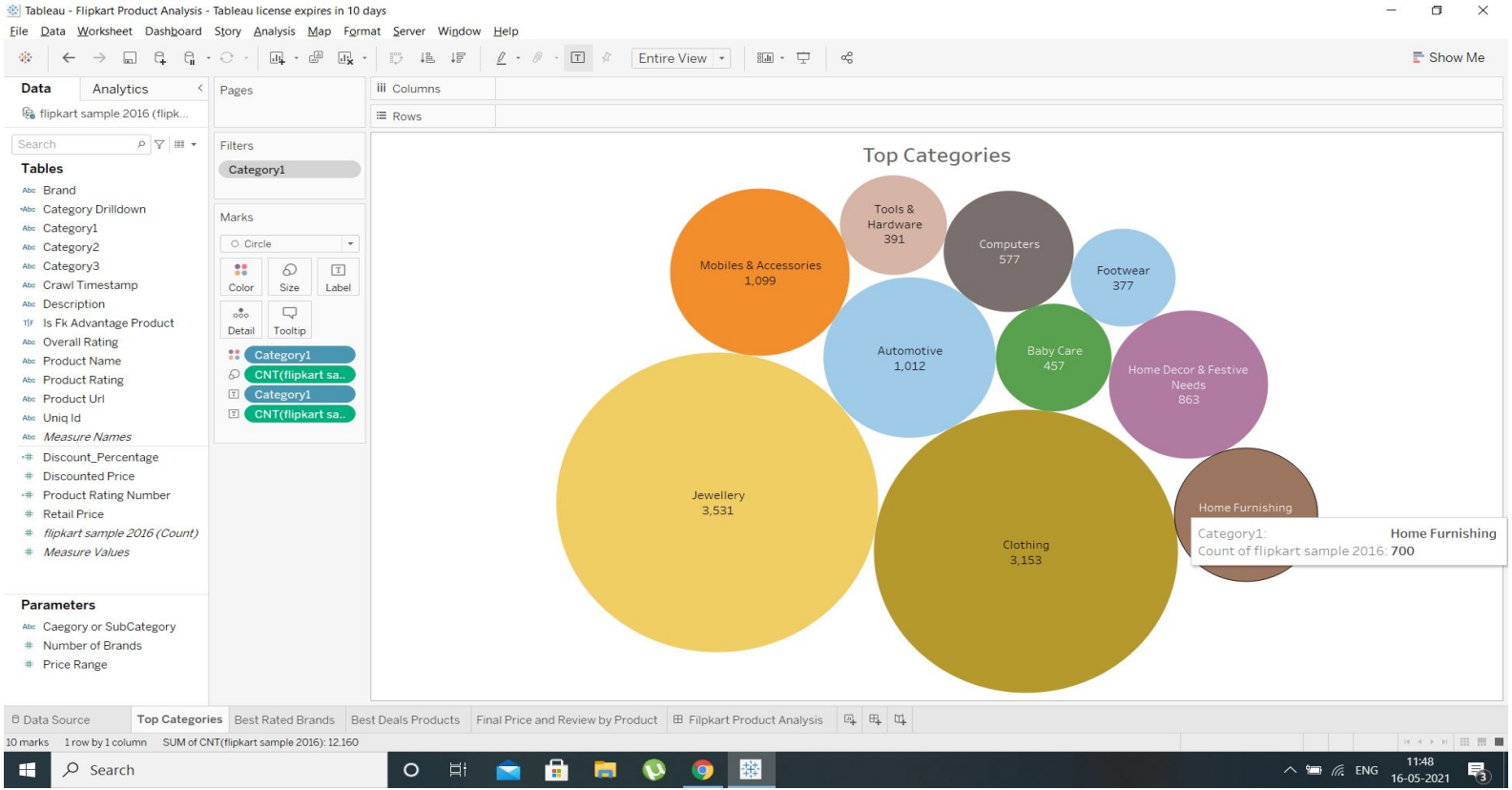


Tableau - Flipkart Product Analysis - Tableau license expires in 10 days

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Entire View | Show Me

Data | Analytics

flipkart sample 2016 (flipk...

Search

**Tables**

- Brand
- Category Drilldown
- Category1
- Category2
- Category3
- Crawl Timestamp
- Description
- Is Fk Advantage Product
- Overall Rating
- Product Name
- Product Rating
- Product Url
- Uniq Id
- *Measure Names*
- Discount_Percentage
- Discounted Price
- Product Rating Number
- Retail Price
- *flipkart sample 2016 (Count)*
- *Measure Values*

**Parameters**

- Caegory or SubCategory
- Number of Brands
- Price Range

Pages

Filters

- *Action (Brand)*
- *Action (Category1..*
- Product Name

Marks

All

Bar

Color | Size | Label | Detail | Tooltip

Measure Names

Multiple fields

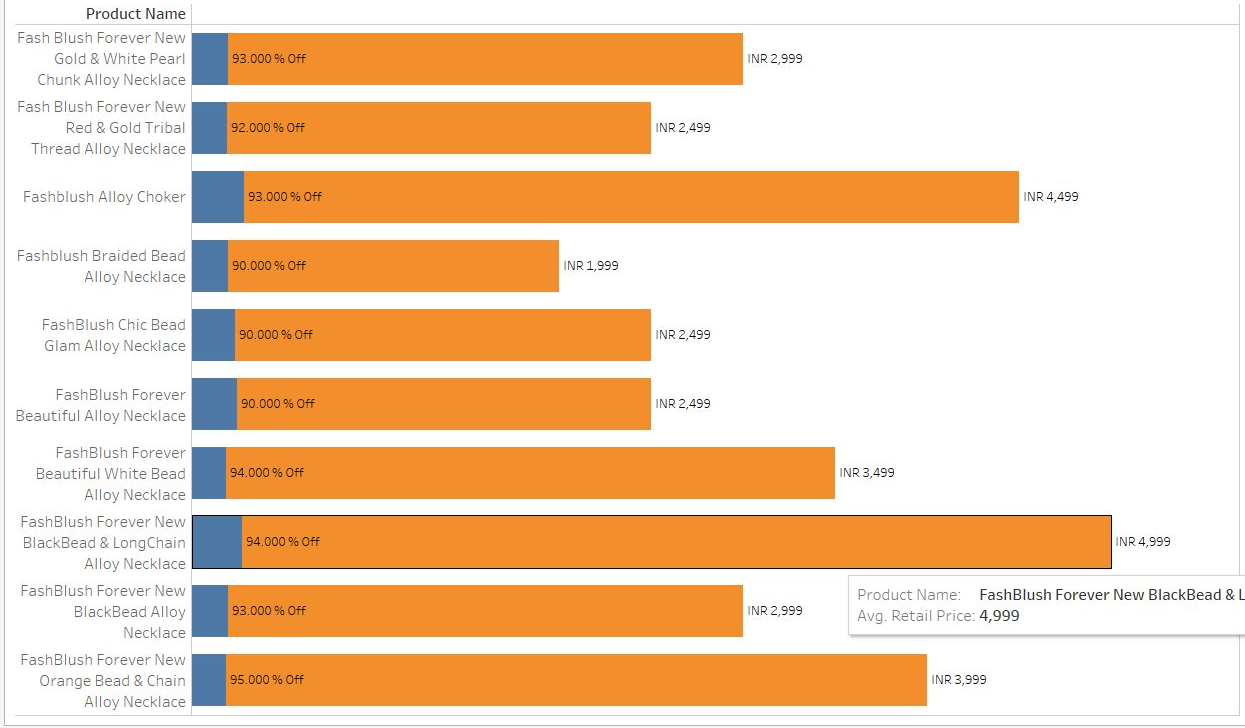
AVG(Retail Price)

AVG(Discounte...

Columns: AVG(Retail Price) | AVG(Discounted Pri..

Rows: Product Name

# Best Deals Products




Measure Names

Avg. Discounted Price

Avg. Retail Price

Data Source | Top Categories | Best Rated Brands | **Best Deals Products** | Final Price and Review by Product | Filpkart Product Analysis

20 marks | 10 rows by 1 column | SUM of AVG(Discounted Price): 2,229.0

Search | ENG | 11:49 | 16-05-2021

Tableau - Flipkart Product Analysis - Tableau license expires in 10 days

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Entire View | Show Me

**Dashboard** | Layout

Default
Phone

Device Preview

**Size**
Automatic

**Sheets**
- Top Categories
- Best Rated Bran...
- Best Deals Prod...
- Final Price and ...

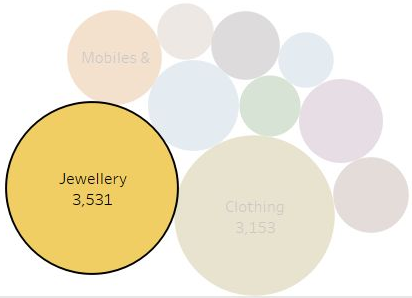
**Objects**
Horizontal | Blank
Vertical | Navigation
Text | Download
Image | Extension
Web Page

Tiled | Floating

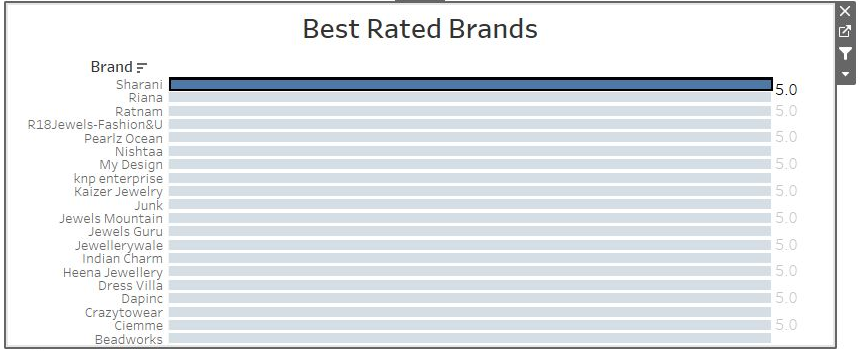
Show dashboard title

# Filpkart Product Analysis

## Top Categories




## Best Rated Brands

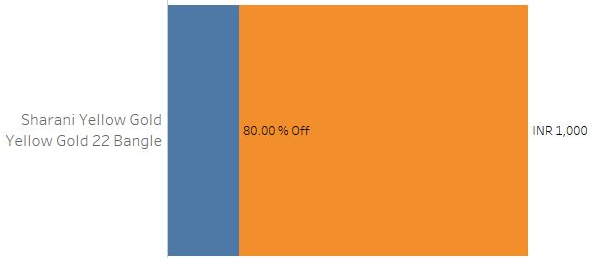



Number of Brands
20

## Best Deals Products

Measure Names
Avg. Discou.. Avg. Retail ..

Product Name




## Final Price and Review by Product

Product Rating Num..
1.000 3.830

Discounted Price
69 105222

Data Source | Top Categories | Best Rated Brands | Best Deals Products | Final Price and Review by Product | Filpkart Product Analysis

1 of 20 marks | 20 rows by 1 column | SUM of AVG(Product Rating Number): 5.000

Search

ENG 11:51 16-05-2021

Tableau - Flipkart Product Analysis - Tableau license expires in 10 days

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Entire View | Show Me

Dashboard | Layout

Default
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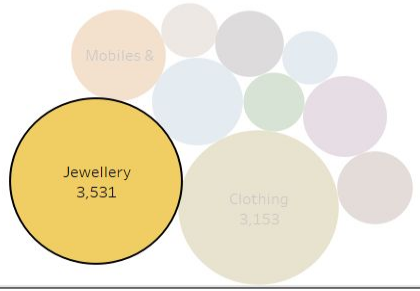
- Horizontal
- Vertical
- Text
- Image
- Web Page
- Blank
- Navigation
- Download
- Extension

Tiled | Floating

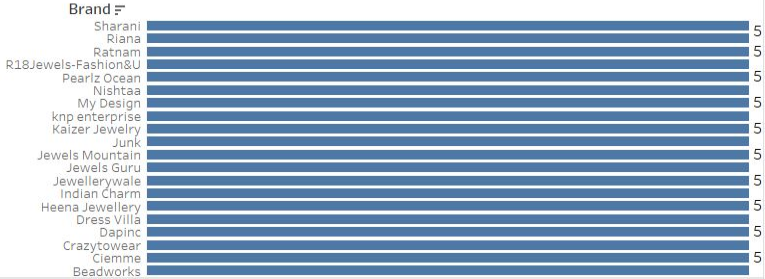
Show dashboard title

# Filpkart Product Analysis

## Top Categories




## Best Rated Brands




## Best Deals Products

Measure Names: Avg. Discou.. | Avg. Retail ..

| Product Name | | |
|---|---|---|
| Fash Blush Forever Ne.. | 93.000 % Off | INR 2,999 |
| Fash Blush Forever Ne.. | 92.000 % Off | INR 2,499 |
| Fashblush Alloy Choker | 93.000 % Off | INR 4,499 |
| Fashblush Braided Bea.. | 90.000 % Off | INR 1,999 |
| FashBlush Chic Bead Gl.. | 90.000 % Off | INR 2,499 |
| FashBlush Forever Bea.. | 90.000 % Off | INR 2,499 |
| FashBlush Forever Bea.. | 94.000 % Off | INR 3,499 |
| FashBlush Forever Ne.. | 94.000 % Off | INR 4,999 |
| FashBlush Forever Ne.. | 93.000 % Off | INR 2,999 |
| FashBlush Forever Ne.. | 95.000 % Off | INR 3,999 |

## Final Price and Review by Product

| U. | Product Name | Overall Rating | |
|---|---|---|---|
| | VR Designers Acrylic Necklace | 1 | IN |
| | Urthn Alloy Necklace | 2 | IN |
| | Vinnis Alloy, Acrylic Necklace | 3.2 | IN |
| | GoldNera Alloy Rose Gold Bangle Set | 3 | IN |
| | Hi Look Alloy Necklace | 3 | IN |
| | Peora Sanmita Gold Plated Alloy Jewel Set | 1 | INR |
| | NEVI Swarovski Crystal, Crystal Alloy, Crystal Pendant | 3.3 | INR |
| | Zobello Leather Bracelet | 1 | IN |
| | Ethnic Jewels Alloy Bangle Set | 2.5 | INR 199 |
| | Voylla Cubic Zirconia Fabric Necklace | 1 | INR 339 |
| | GoldNera Brass Chain | 2 | INR 299 |
| | Hi Look Alloy Necklace | 1 | INR 371 |
| | FashBlush Forever New BlackBead Alloy Necklace | 2.3 | INR 199 |
| | UpTown Metal, Alloy Necklace | 1 | INR 235 |
| | Hi Look Alloy Necklace | 3 | INR 215 |
| | Suvarnadeep Rose Rhodium Zircon Sterling Silver Pendant | 3 | INR 1,550 |

For **horizontal bars** try
0 or more Dimensions
1 or more Measures

Data Source | Top Categories | Best Rated Brands | Best Deals Products | Final Price and Review by Product | Filpkart Product Analysis

1 of 10 marks | 1 row by 1 column | SUM of CNT(flipkart sample 2016): 3,531

Search | ENG | 11:46 | 16-05-2021

# Business Strategies Of Flipkart

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- Good use of SEO
- Good use of SEM
- Ads at proper places and use pay per click to pay for ads
- Very easy web interface • Payment convenience • Cash/card on delivery – there by encouraging students and people with no credit/debit card to purchase in flipkart, with mobile internet penetration there is chances of capturing rural market (60% revenue by COD)
- EMI –by targeting price sensitive customers
- Wallet – customer can recharge money online and purchase then and when needed those entering details always is rectified, target heavy purchase and luxury customer

# Conclusion

Tableau is a business intelligence and reporting tool that allows users to create intuitive reports. A growing number of organizations are using Tableau as their business analytics solution. This tool provides an efficient and effective way to communicate concepts in general because the human brain processes visualized information. In Flipkart analysis, we analysed the sales, discounts and order in order to forecast future demands using Tableau Public.

# References


- www.flipkart.com
- https://www.tableau.com
- https://www.guru99.com/business-intelligence-definition-example.html
- https://www.w3schools.in/python-data-science/data-analysis