The Data Behind the Cart: E-Commerce Analysis

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Key Metrics

| 7.81M	128.37K	3.61M	39K	46.2%
Total Sales	Total Quantity	Total Profit	No of Customers	Profit Margin %

Month Selector

April	December	January	June
August	February	July	March

Sales Trend

Sales Trend (Jan 2018 – Oct 2018): 12K, 4K, 95K, 7K, 14K, 50K, 72K, 39K

Sales by Product

Product	Sales
T - Shirts	578K
Titak watch	531K
Running Shoes	522K
Jeans	508K
Formal Shoes	497K

Sales by Gender

- Male: 4,309K (55.15%)
- Female: 3,504K (44.85%)
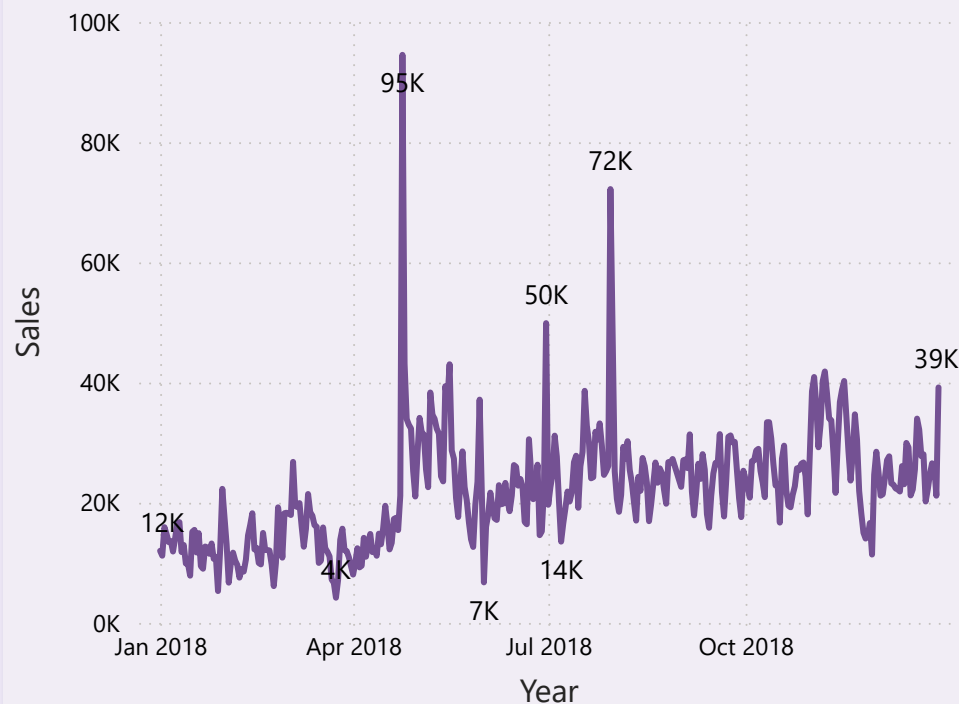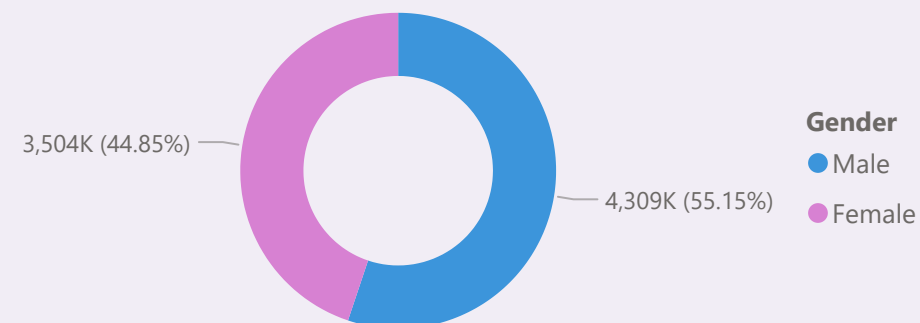
Customer Segmentation (RFM)

Month
- [ ] April
- [ ] August
- [ ] December
- [ ] February
- [ ] January
- [ ] July
- [ ] June
- [ ] March
- [ ] May

Gender
- [ ] Female
- [ ] Male

Device Type
- [ ] Mobile
- [ ] Web

Customer count by Gender

20K (45.26%)

24K (54.74%)
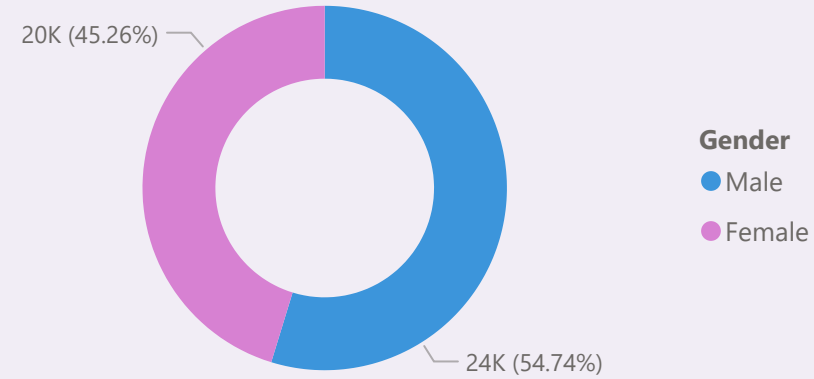
Gender
- ● Male
- ● Female

Quantity by Customer Login type

100K

123K

50K

0K

Member   Guest   First SignUp   New

Customer_Login_type

Sales by Customer Login type

8,000K

7,475K

6,000K

4,000K

2,000K

308K

26K

5K

0K

Member   Guest   First SignUp   New
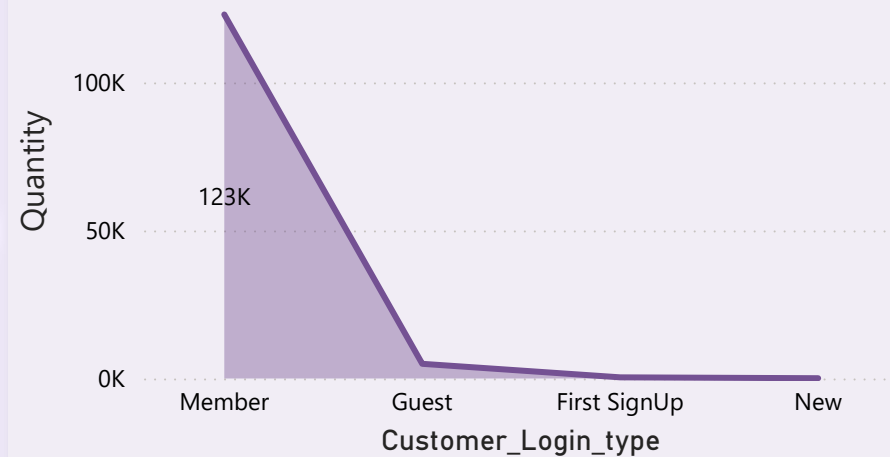
Customer_Login_type

Device Type Analysis

563K (7.21%)

Device_Type
- ● Web
- ● Mobile

7,250K (92.79%)

Profitability Analysis

All

Profit Margin %

0.00% **46.22%** 100.00%

Top 5 Products

● Sales ● Profit

Product	Profit	Sales
T - Shirts	341K	578K
Titak watch	297K	531K
Running Shoes	289K	522K
Jeans	277K	508K
Formal Shoes	265K	497K
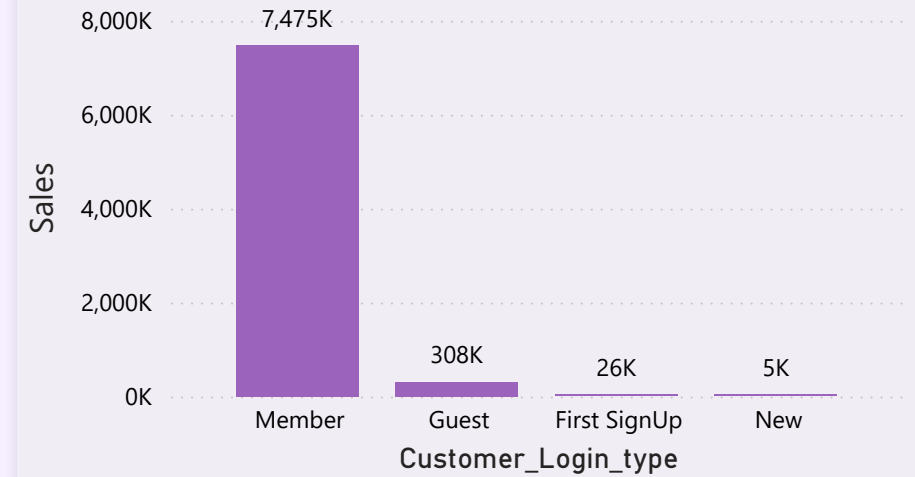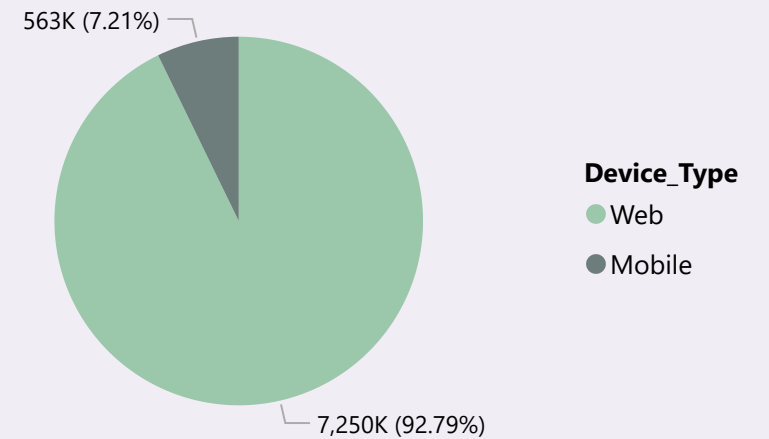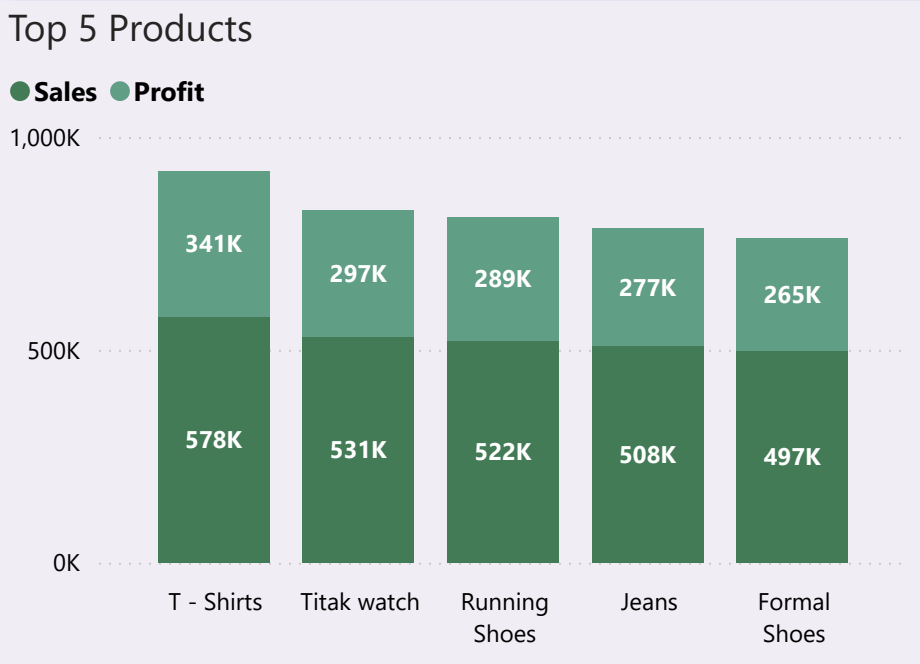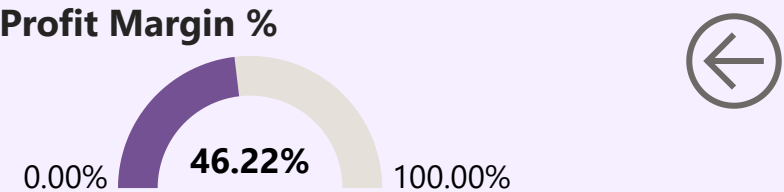
Gender	Total Profit
⊟ **Female**	**16,20,404.90**
First SignUp	9,665.30
Guest	45,154.10
Member	15,63,766.60
New	1,818.90
⊟ **Male**	**19,90,781.70**
First SignUp	1,863.20
Guest	98,359.60
Member	18,90,210.40
New	348.50
Total	**36,11,186.60**

Profit Margin by Product Category

Product_Category	Profit Margin %
Fashion	47.69%
Home & Furniture	44.54%
Auto & Accessories	44.15%
Electronic	44.13%

Profit Trend

Year	Profit
Jan 2018	175K
(Feb)	153K
(Mar)	201K
(Apr)	278K
May 2018	379K
(Jun)	298K
Jul 2018	374K
(Aug)	307K
Sep 2018	342K
(Oct)	342K
Nov 2018	407K
(Dec)	355K
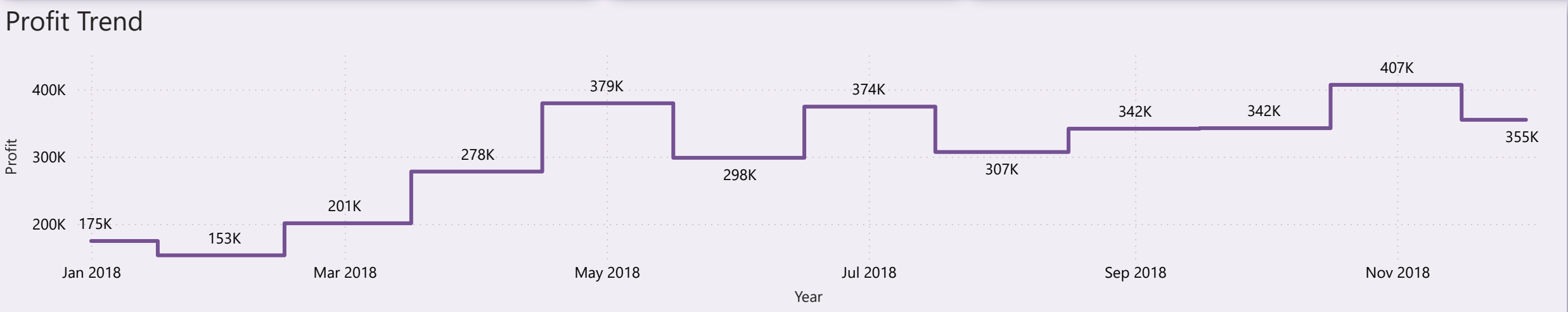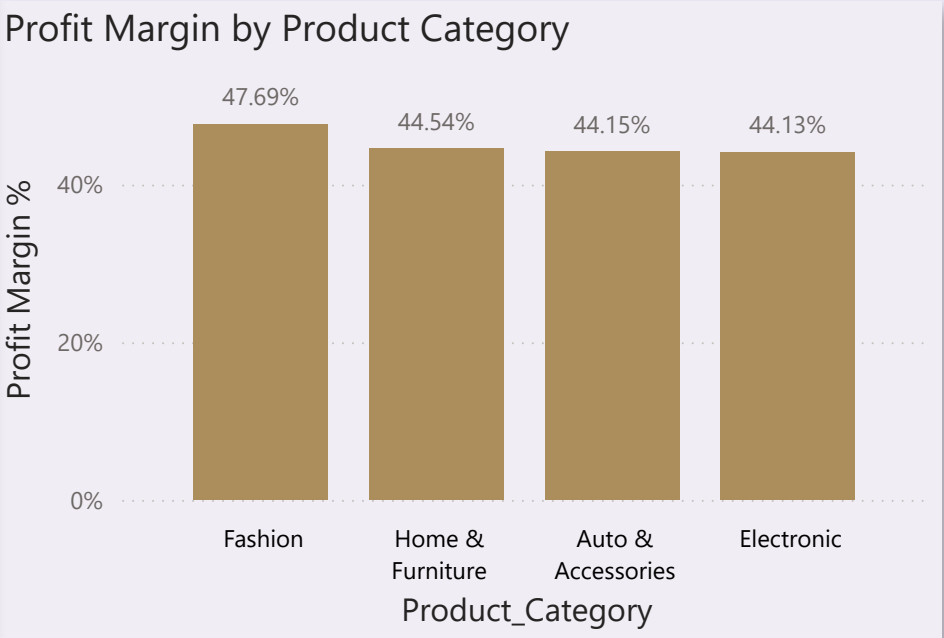
Orders Priority Analysis

Product_Category

- [ ] Auto & Accessories
- [ ] Electronic
- [ ] Fashion
- [ ] Home & Furniture

Month

- [ ] April
- [ ] August
- [ ] December
- [ ] February
- [ ] January
- [ ] July
- [ ] June
- [ ] March
- [ ] May
- [ ] November
- [ ] October
- [ ] September

Sales by Order_Priority

Order_Priority	Sales
Medium	4,427K
High	2,405K
Critical	618K
Low	363K
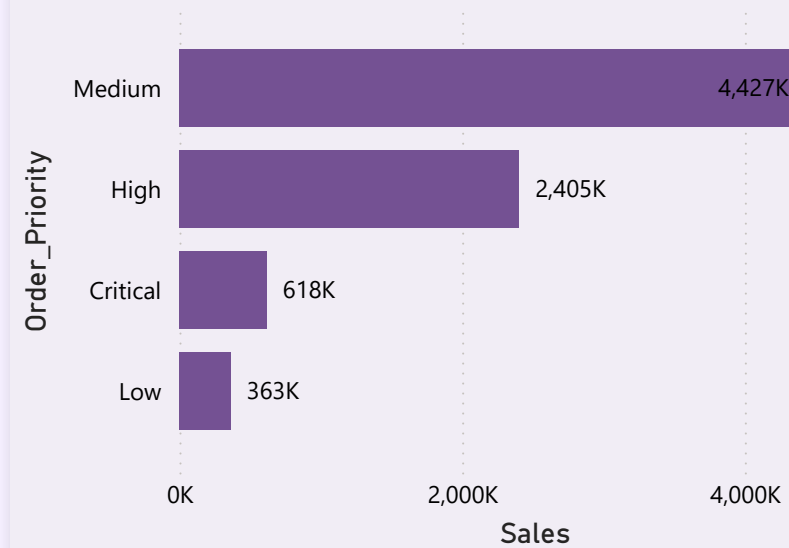
Profit by Order_Priority

Order_Priority	Profit
Medium	2,045K
High	1,113K
Critical	284K
Low	169K

Orders by priority

- 2K (4.73%)
- 4K (7.67%)
- 15K (30.22%)
- 29K (57.39%)

Order Priority
- Medium
- High
- Critical
- Low
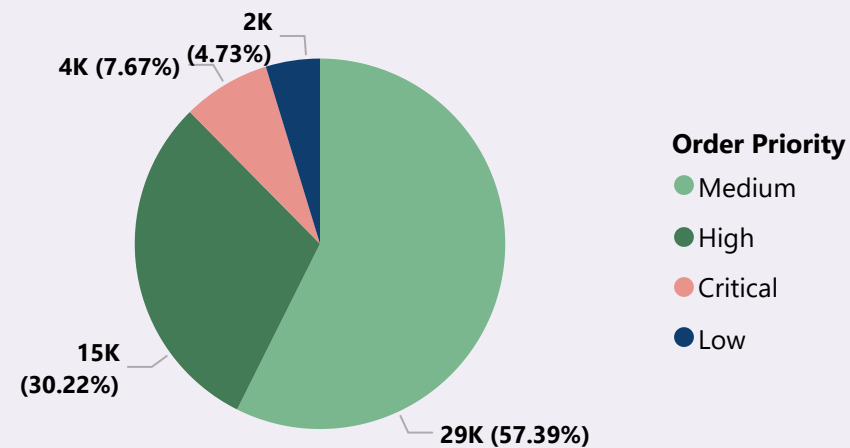
Payment Method Analysis

Month

- [ ] April
- [ ] August
- [ ] December
- [ ] February
- [ ] January
- [ ] July
- [ ] June
- [ ] March

Payment Method Contribution by Sales

423K (5.4%)
1,461K (18.7%)
5,819K (74.5%)

Payment method
- credit_card
- money_order
- e_wallet
- debit_card
- not_defined

Profit by Payment Method

Payment method	Profit
credit_card	2,693K
money_order	673K
e_wallet	195K
debit_card	51K
not_defined	0K

Avg Order Value by Payment Method

Payment Method	AOV
credit_card	187
money_order	161
e_wallet	154
debit_card	150
not_defined	34
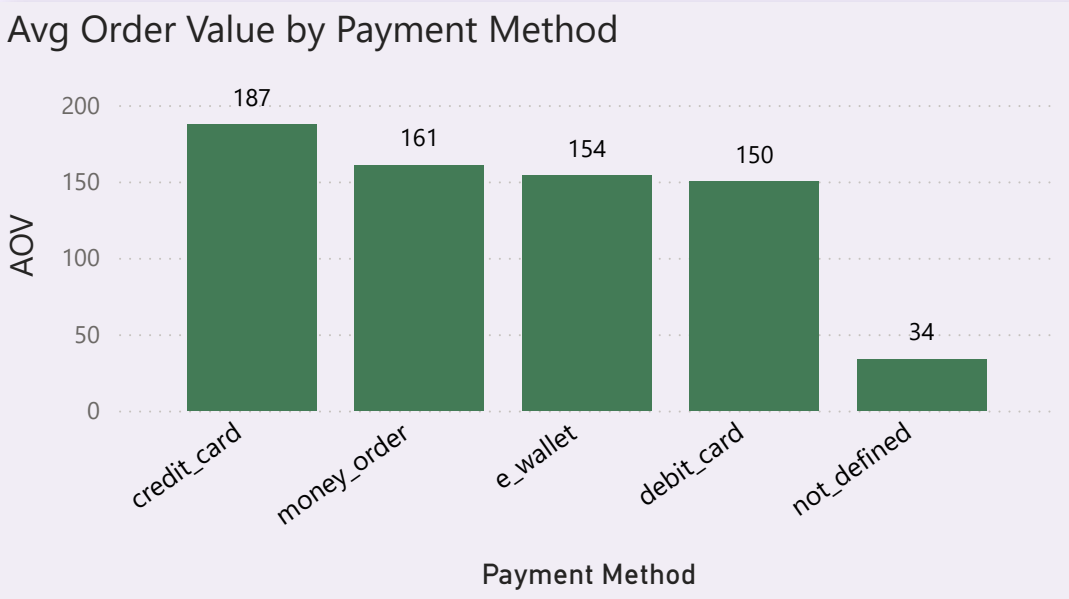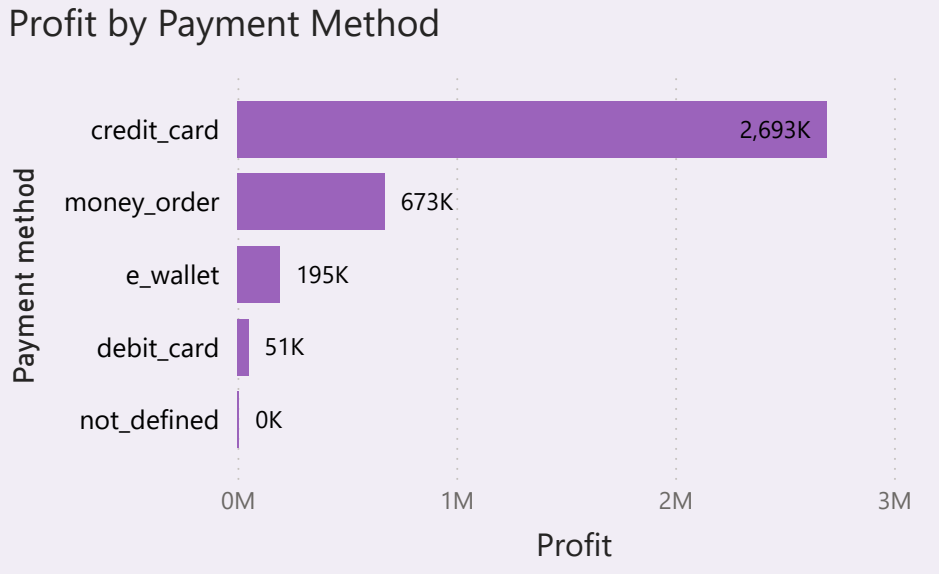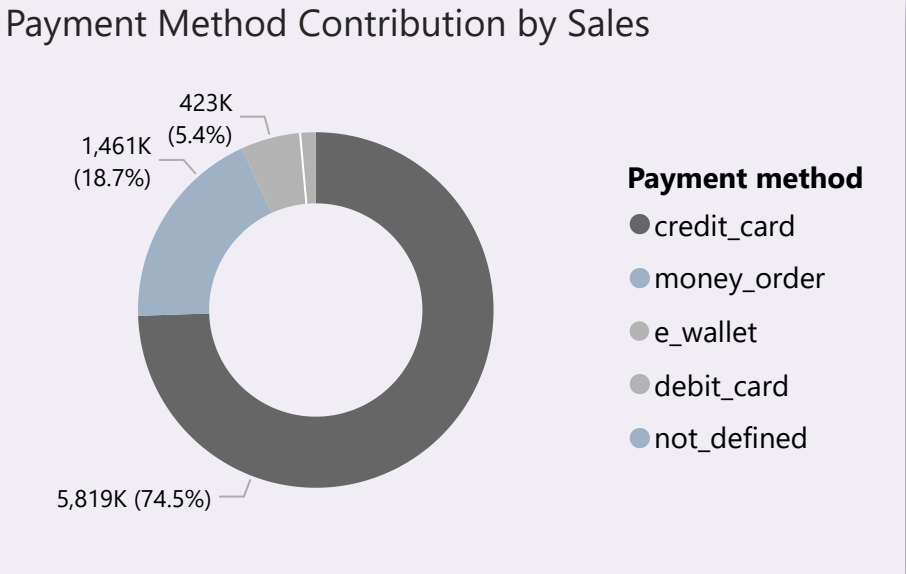
Customer Login Type	credit_card	debit_card	e_wallet	money_order	not_defined	Total
First SignUp	19,712	735	778	4,522		**25,747**
Guest	2,37,291	4,276	14,165	52,163		**3,07,895**
Member	55,59,272	1,04,968	4,07,722	14,03,091	34	**74,75,087**
New	3,104		85	1,493		**4,682**
Total	**58,19,379**	**1,09,979**	**4,22,750**	**14,61,269**	**34**	**78,13,411**

A-Z Data Dictionary

1. Metrics and KPIs
Define the key metrics and Key Performance Indicators (KPIs) used in the dashboard,
- **AOV (Average Order Value):** Total sales divided by the number of unique customers or orders.
- **Profit Margin:** Percentage of profit earned from sales.
- **Customer Segmentation:** Grouping of customers based on specific characteristics (e.g., gender, age, login type).
- **Sales:** Total revenue generated from orders.
- **Discount:** Percentage or value of the price reduction applied to a product.
- **Quantity:** Total number of items sold.

2. Data Fields
- **Order Date:** The date when the order was placed.
- **Customer ID:** A unique identifier for each customer.
- **Product Category:** Broad classification of products (e.g., Auto & Accessories, Electronics).
- **Product:** The specific item purchased.
- **Shipping Cost:** Cost incurred to deliver the order.
- **Order Priority:** Priority assigned to the order (e.g., Low, Medium, High, Critical).
- **Payment Method:** Mode of payment used (e.g., Credit Card, Money Order).

3. Acronyms
- **AOV:** Average Order Value.
- **RFM:** Recency, Frequency, Monetary (if used for customer segmentation).
- **KPIs:** Key Performance Indicators.

4. Actionable Insights
- **High-Value Customers**: Focus on retaining top customers.
- **Low-Performing Categories**: Strategies to improve sales or reduce costs.
- **Payment Trends**: Promote the most popular or cost-effective payment methods.
- **Order Prioritization**: Enhance fulfillment efficiency for critical and high-priority orders.

5. Calculations
- **Profit:** Calculated as Sales - (Cost + Discount + Shipping Cost).
- **Discounted Sales:** Sales after applying discounts.
- **Order Count:** Number of unique orders placed.
- **Customer Count:** Number of unique customers.
- **Profit Margin :** Calculated as (Profit / Sales) * 100

6. Trends & Insights
- **Top Performing Categories**: Identifies product categories with the highest sales and profit.
- **Customer Segmentation**: Highlights customer groups based on demographics, purchasing behavior, or membership type.
- **Order Priority**: Analysis of orders by priority levels (Critical, High, Medium, Low) to understand operational focus.
- **Payment Methods**: Breakdown of sales by payment types (e.g., Credit Card, Money Order).
- **Monthly and Quarterly Trends**: Visual representation of sales, profit, and order trends over time.
- **Sales Performance:** Sales grew by 25% compared to last quarter.
- **Top Products:** T-Shirts are the highest-selling product, contributing ₹578K.
- **Customer Segments:** 45% of the revenue comes from Female customers.
- **Profit Trends:** Profit margin is Maintain same trend in 45%.

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