

# GRAD PROJECT 2024-2025

## Sales Analysis of E-commerce Platforms



This project delves into a comprehensive analysis of sales data from three prominent e-commerce giants: **Amazon**, **Flipkart**, and **Meesho**. This analysis seeks to uncover insights into **customer trends**, **fulfillment efficiency**, and **overall sales performance** across these platforms. By understanding the unique characteristics of each platform, the project aims to identify areas for **improvement and potential opportunities for growth**.

# PRESENTATION OVERVEIW

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## Data Cleaning & Analysis Framework

STEP  
02

### Flipkart Analysis

- 1) Product Distribution & Market Entry Analysis
- 2) Monthly FURSHINE & WHITECHERRY Orders Analysis
- 3) Fulfilment Source & Order Trends Analysis
- 4) Order Analysis Dashboard

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03

### Amazon Analysis

- 1) Product Distribution & Market Entry Analysis
- 2) Monthly FURSHINE & WHITECHERRY Orders
- 3) South Indian States: Delivery, Cost & Order Analysis
- 4) Monthly Financial Overview: Cost & Order Volume

STEP  
04

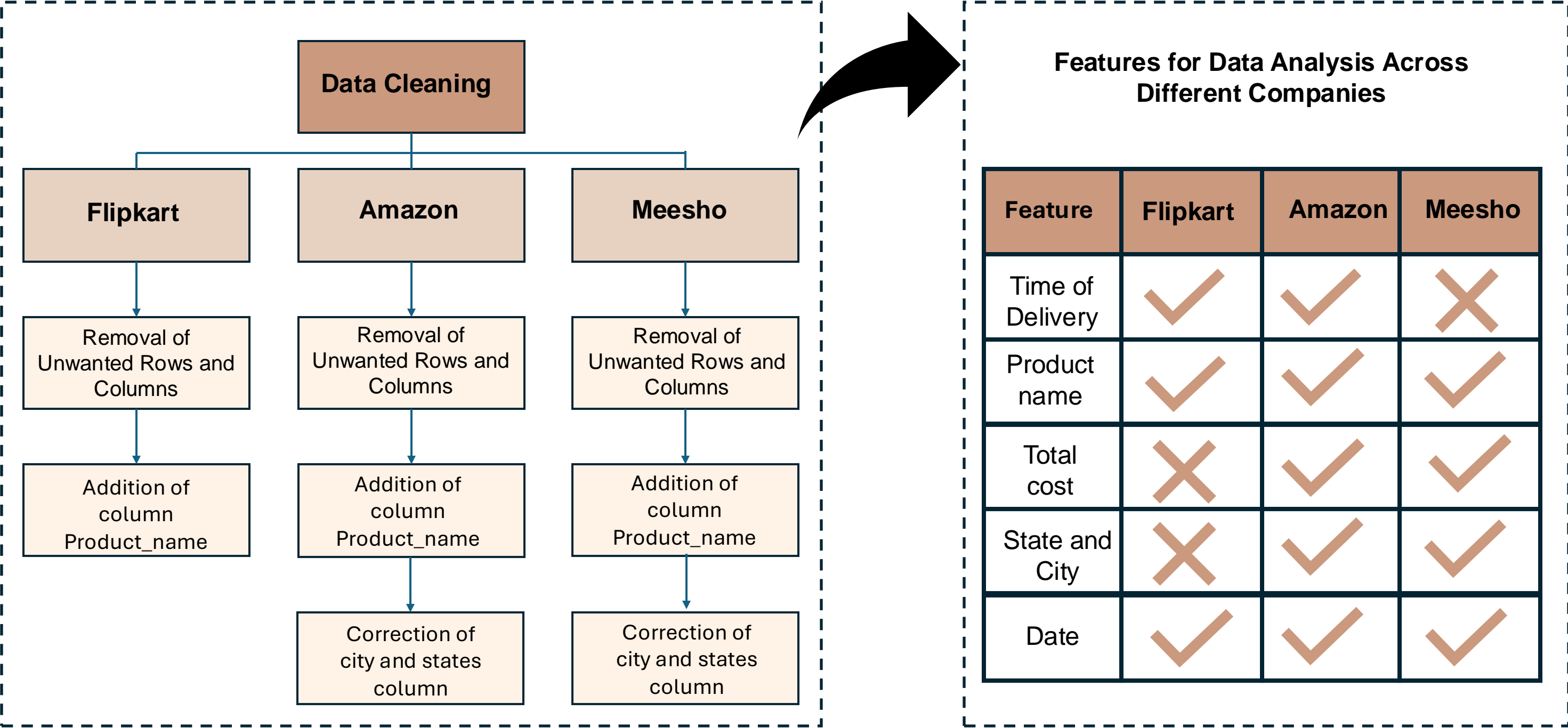
### Meesho Analysis

- 1) Product Distribution & Entry Dates Analysis
- 2) Monthly FURSHINE & WHITECHERRY Orders Analysis
- 3) Order Insights: Status Distribution, Discounts & Cost Analysis

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05

### Comparative Analysis

# Data Cleaning and Analysis Framework



# Flipkart: India's Leading E-Commerce Platform



## Diverse Offerings

Flipkart offers a wide range of products, from electronics to fashion and home goods.



## Localized Approach

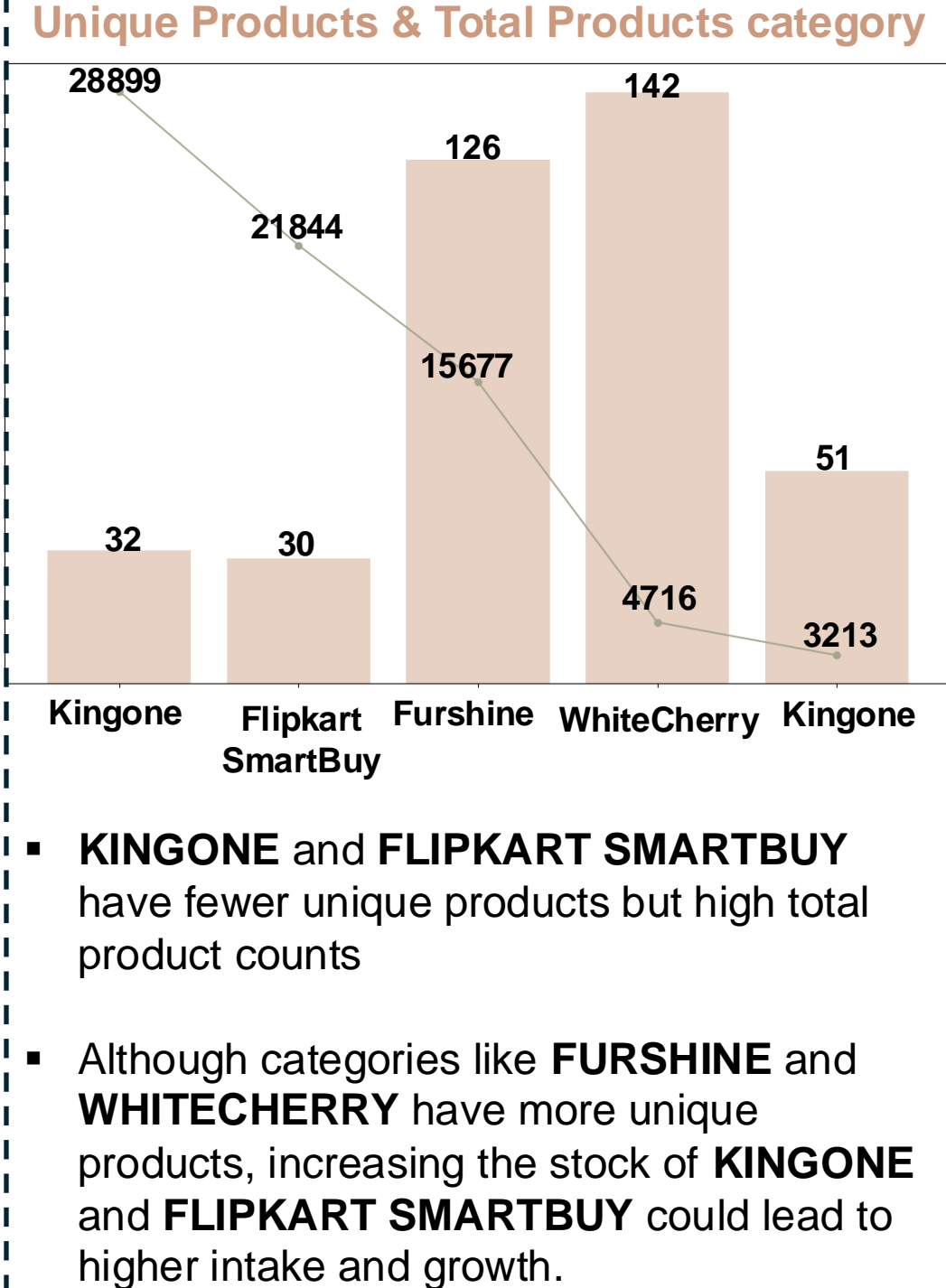
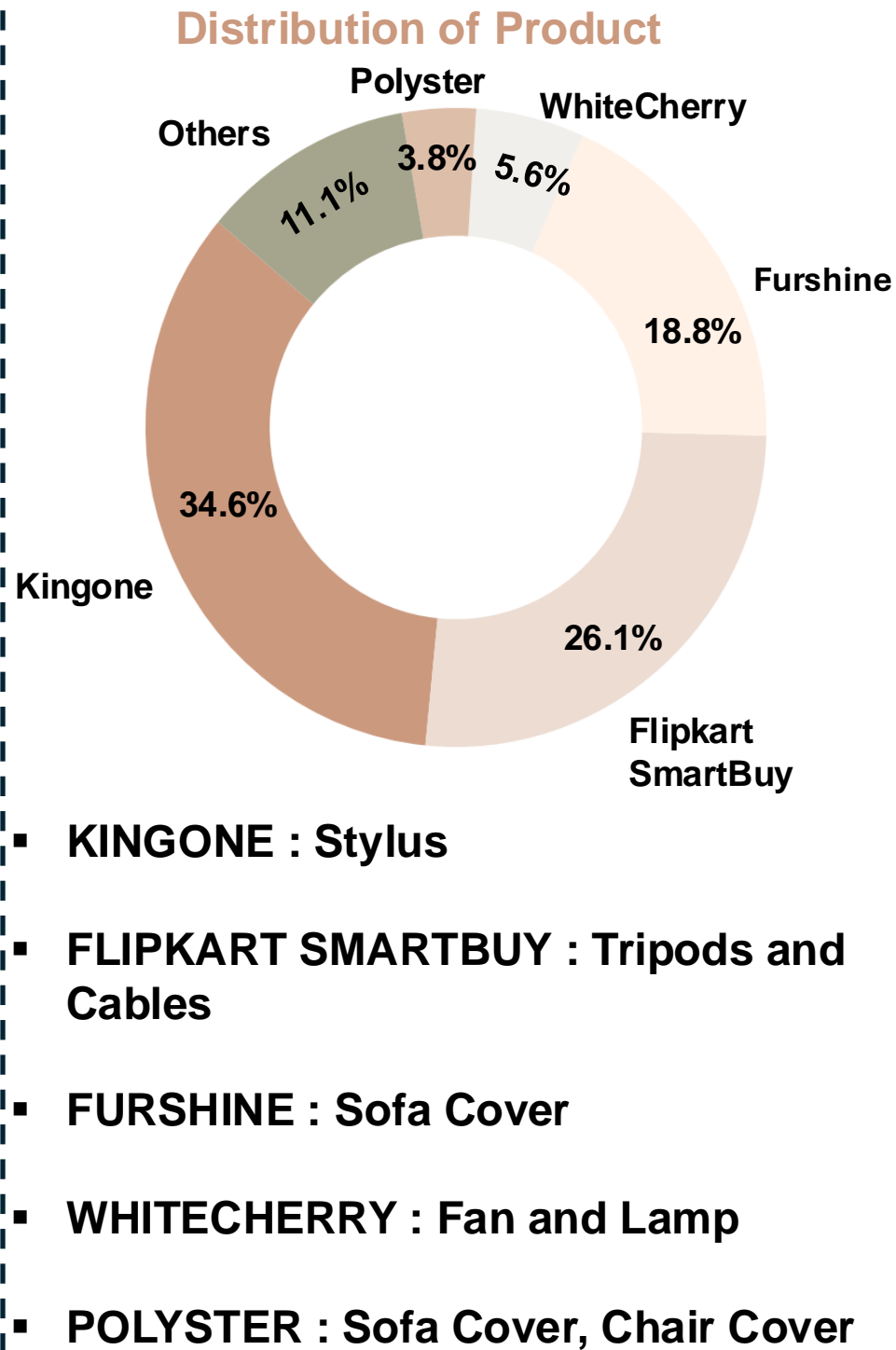
Flipkart's approach is tailored to the unique needs and preferences of the Indian market.



## Innovative Solutions

Flipkart pioneers' digital payment options and efficient logistics to serve customers.

# In-Depth Analysis of Product Distribution and Market Entry Across Key Categories



### Initial Order Date For Key Companies

Company	First Order Date
FLIPKART SMARTBUY	2023-05-09
FURSHINE	2022-12-29
POLYESTER	2022-12-29
WHITECHERRY	2022-12-29
KINGONE	2022-07-28

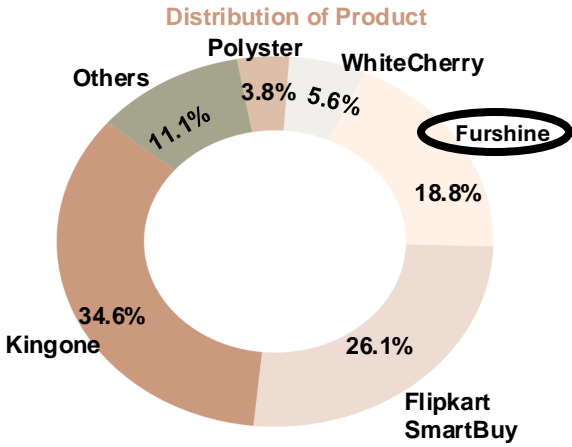
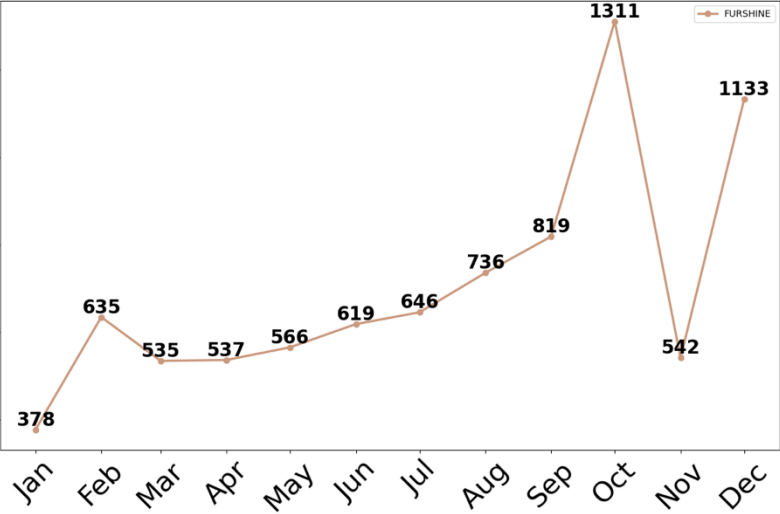
- **KINGONE**, which started operations on **2022-07-28**, holds a significant stock, showcasing a robust market entry with extensive inventory
- **FLIPKART SMARTBUY**, starting on **2023-05-09**, has rapidly built up **21,884** items in **30** unique products, reflecting a strong early market presence with substantial product range.
- **WHITECHERRY** and **POLYESTER** although started before **FLIPKART SMARTBUY** haven't achieved a significant market share



# Detailed Monthly Analysis of FURSHINE and WHITECHERRY Product Orders

## FURSHINE

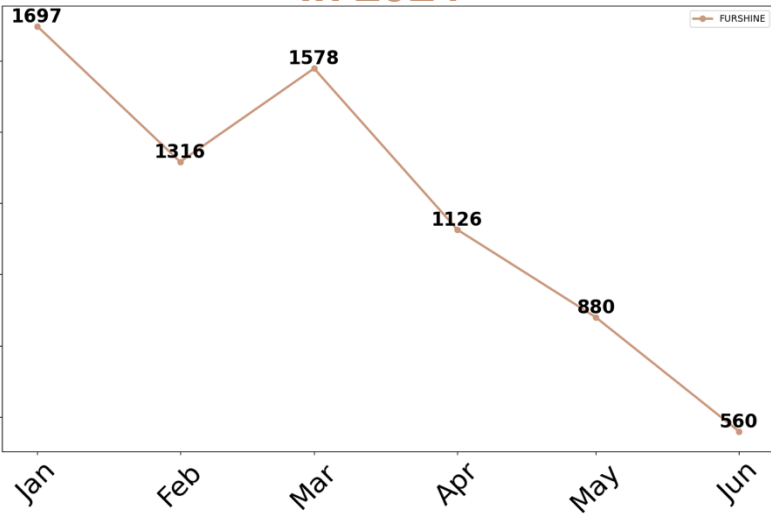
Monthly Count of FURSHINE in 2023



The orders of **FURSHINE** experienced a sharp rise throughout **2023**, peaking in **October** with **1311** orders

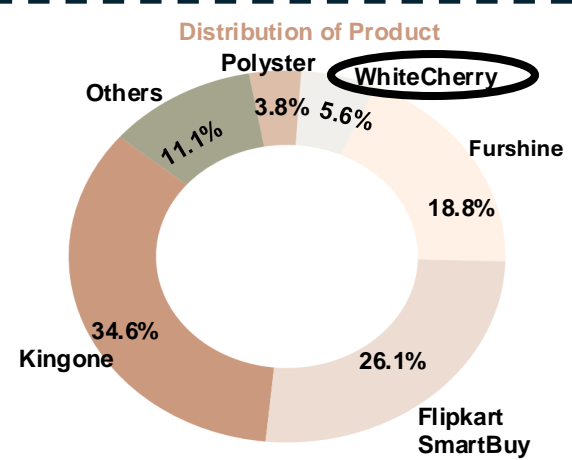
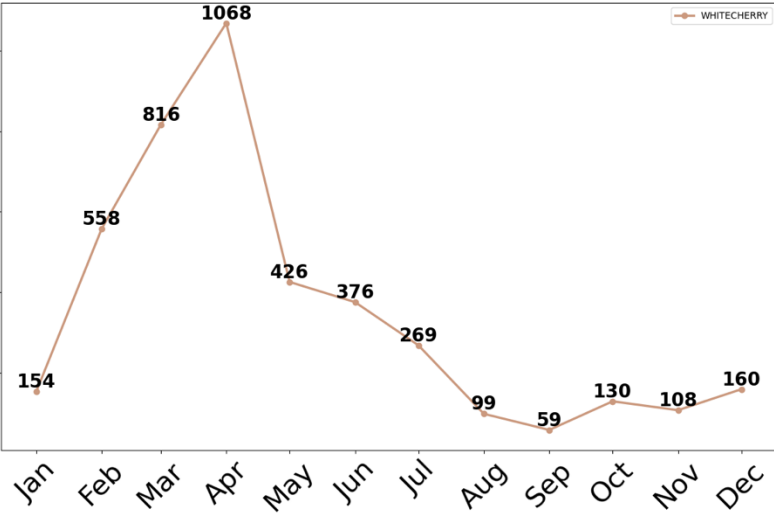
Monthly Count of FURSHINE in 2024

The orders for **FURSHINE** in **2024** showed a declining trend, starting strong in **January** with **1697** orders but dropping significantly to **560** orders by **June** with a sudden peak in **May**.



## WHITECHERRY

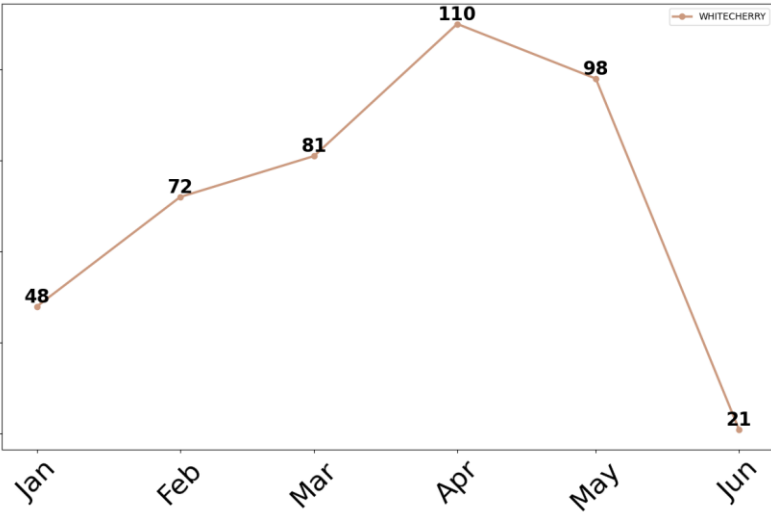
Monthly Count of WHITECHERRY in 2023



The orders for **WHITECHERRY** experienced a sharp rise till **April** reaching a peak **1068** and starting decreasing the year

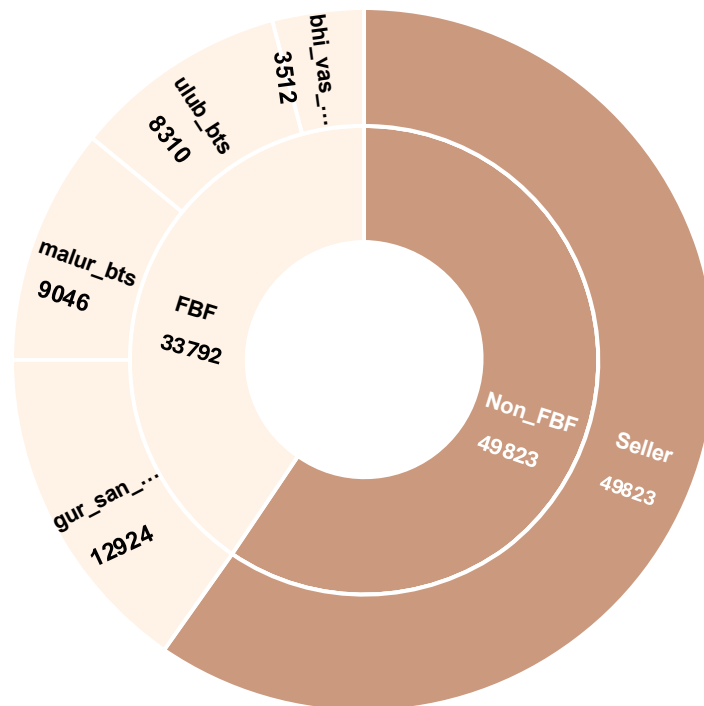
Monthly Count of WHITECHERRY in 2024

The orders for **WHITECHERRY** in **2024** showed increasing trend till **April**, thereby decreasing significantly till June.



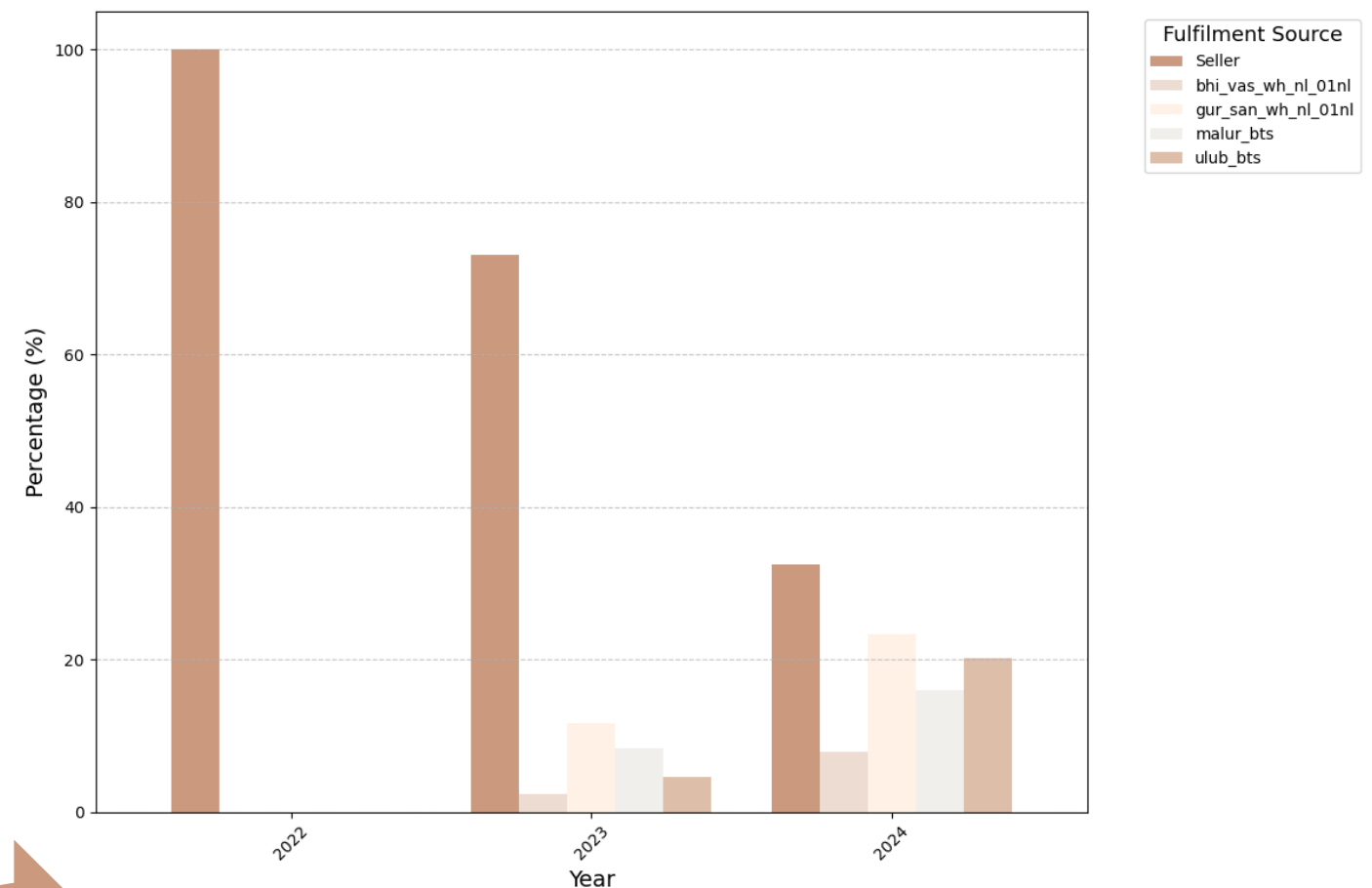
# Fulfilment Source Analysis: Order Distribution and Yearly Trends

## Order Distribution by Fulfilment Source and Type



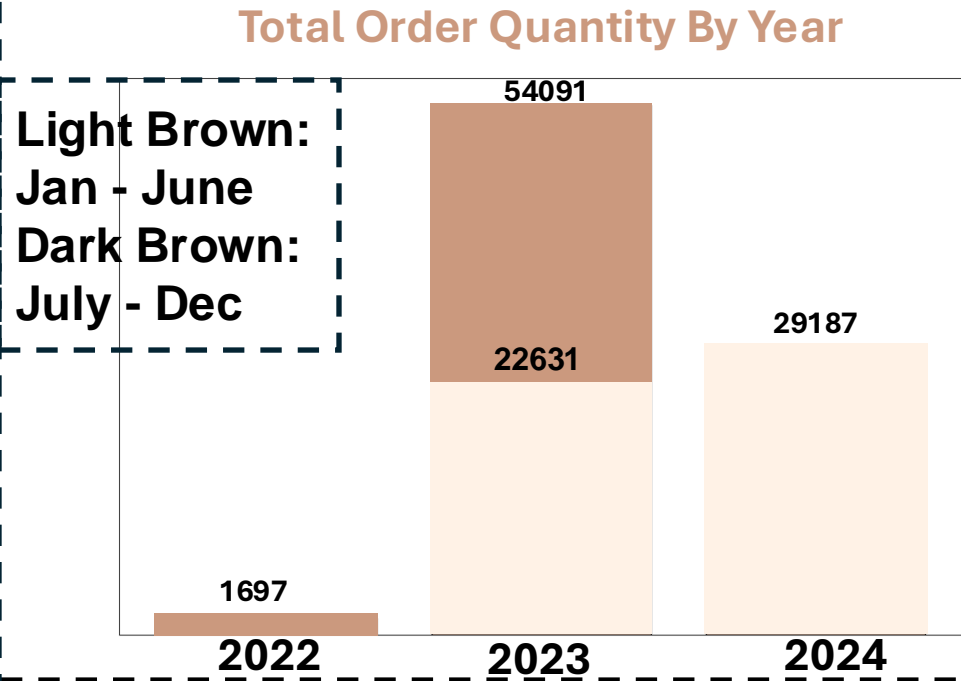
- **NON\_FBF** sources dominate with higher order counts compared to **FBF** sources. While **FBF** sources contribute less, focusing on their improvement and promotion could help balance and optimize overall fulfilment performance.
- Increase focus on **FBF** sources by enhancing their performance and forming strategic partnerships to boost order volume

## Percentage Distribution Of Fulfilment Source By Year

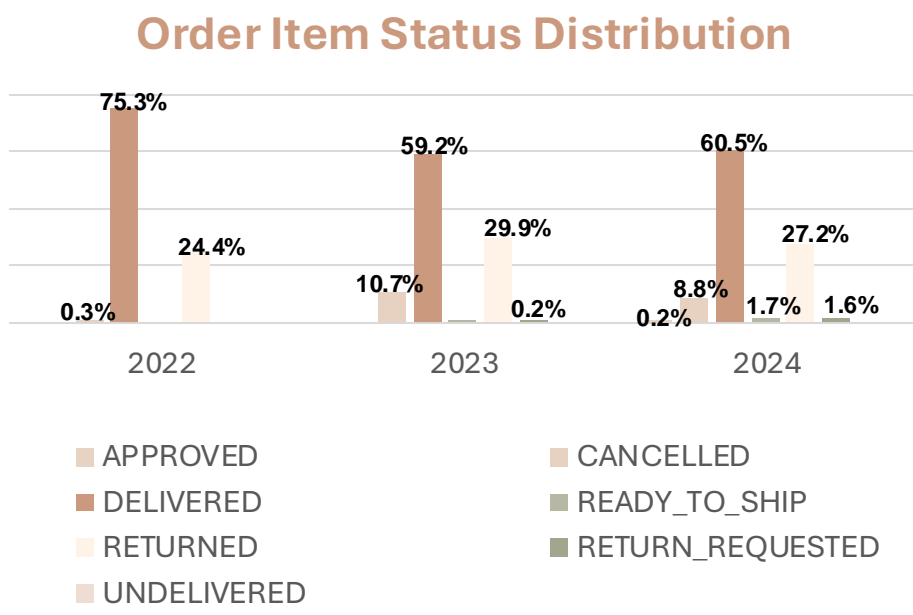


The **drastic reduction** in the number of sellers in 2024 could indicate a move towards **more centralized** or **in-house fulfilment solutions**, or **partnerships** with fewer but larger fulfilment centres.

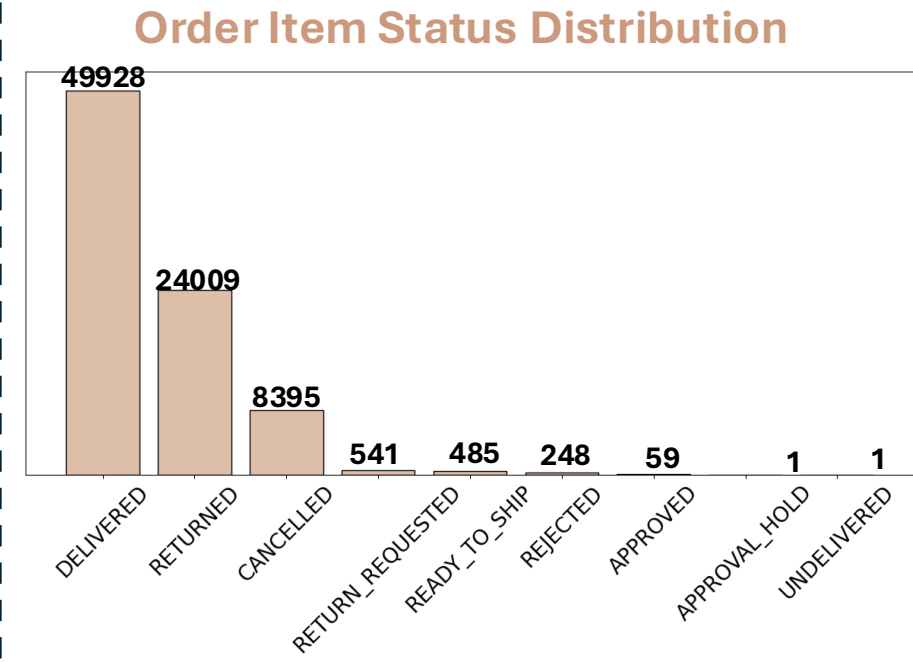
# Order Analysis Dashboard: Total Quantity, Status Distribution, and Monthly Average Time (2022-2024)



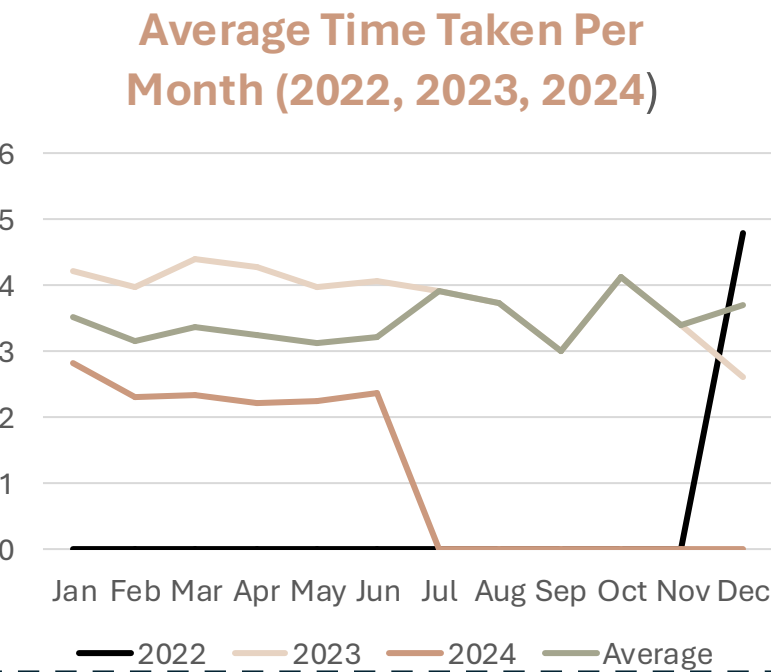
- There was an observable **increase** in orders in year **2022** to **2023**
- There is slight **increase** in orders from **2023** to **2024** up to June



Given the **high cancellation rates**, **Flipkart** needs to implement targeted strategies to reduce cancellations, improve order processing, and enhance customer satisfaction.



- The data shows a strong fulfilment performance with **49,928** orders marked as **"DELIVERED,"** indicating high customer satisfaction..



**Average Delivery Time:**  
3.279 days  
**Average Delivery Time (2022):** 4.81 days  
**Average Delivery Time (2023):** 3.75 days  
**Average Delivery Time (2024):** 2.42 days



# Amazon's Dominance in E-commerce



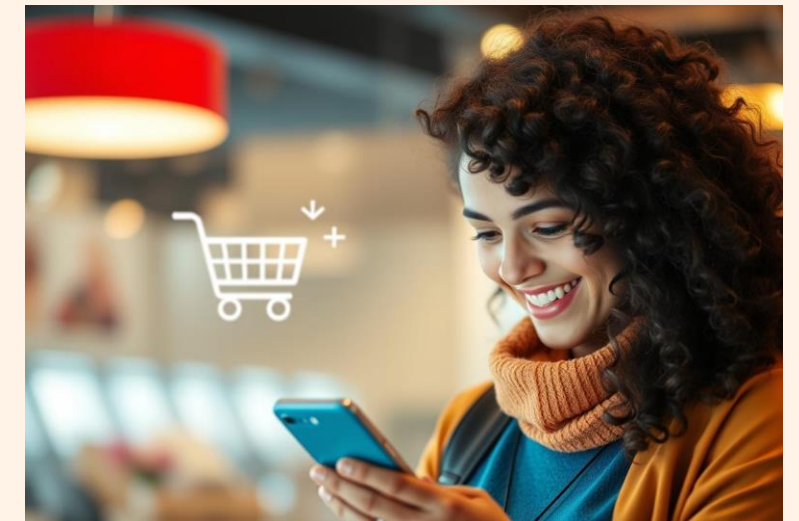
## **Vast Product Selection**

Amazon offers an incredibly wide range of products, catering to almost every need and desire.



## **Fast Delivery**

With its extensive logistics network, Amazon delivers orders quickly and efficiently.

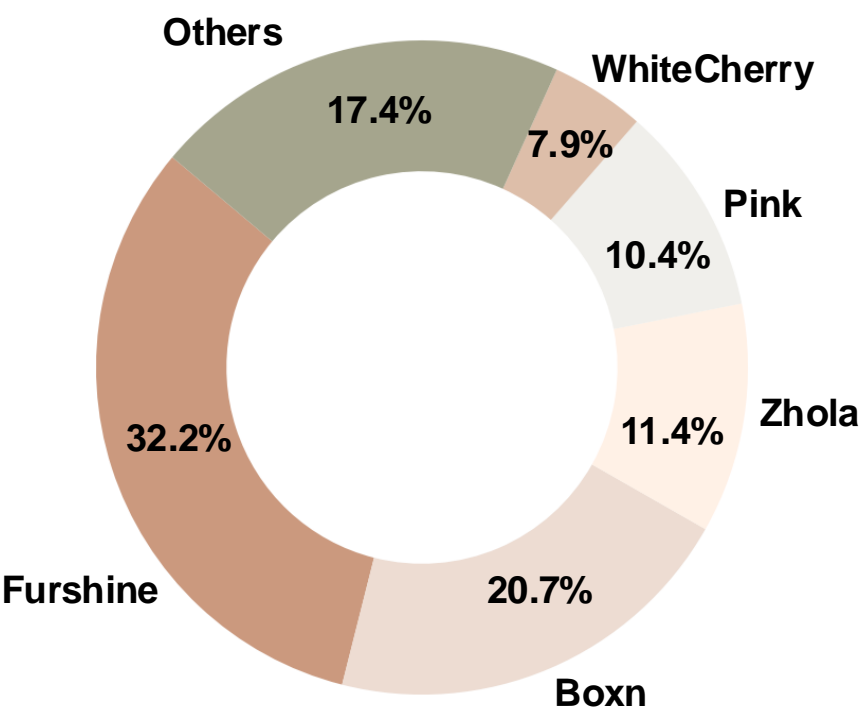


## **Exceptional Customer Service**

Amazon provides top-notch customer service, addressing concerns promptly and effectively.

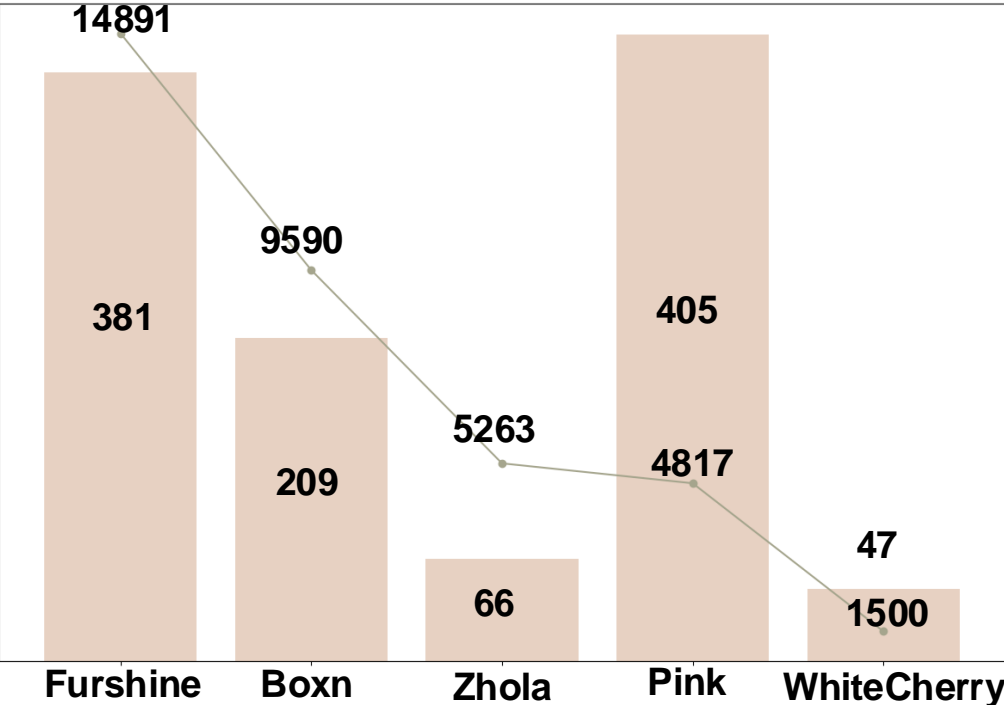
# In-Depth Analysis of Product Distribution and Market Entry Across Key Categories

Distribution of Product



- **BOXN** : Appliances
- **ZHOLA** : Bags
- **FURSHINE** : Sofa Cover
- **WHITECHERRY** : Fan and Reading Lamp
- **PINK** : Makeup Products

Unique Products & Total Products category



- **PINK** and **FURSHINE** offer most diverse range of unique products, and **FURSHINE** leads in total product volume.
- Unlike **Flipkart's** top-selling products, which focus on fewer unique items and brands. **Amazon's** top-selling product **FURSHINE** offer a more diverse range of unique products. **FURSHINE** not only stands out for its variety but also leads in total product volume."

Initial Order Date For Key Companies

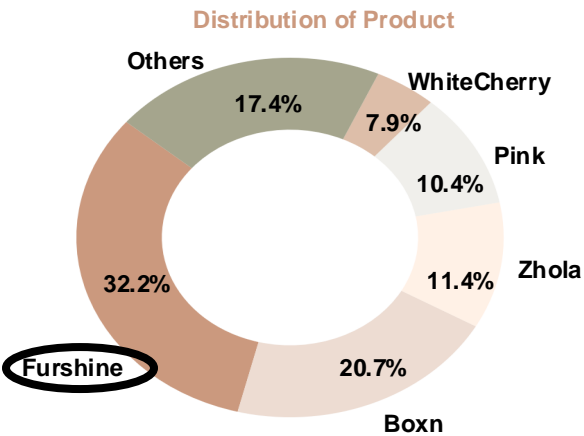
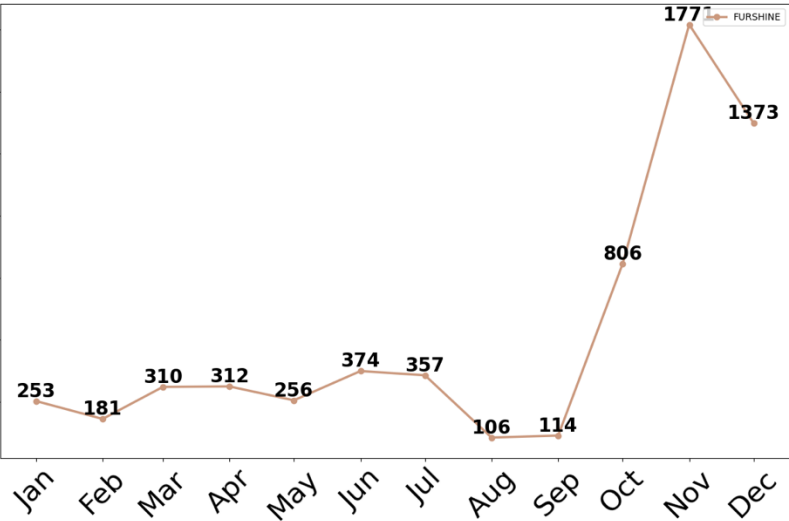
Company	First Order Date
FURSHINE	2022-05-15
BOXN	2022-03-26
ZHOLA	2022-05-30
PINK	2021-09-01
WHITECHERRY	2021-09-01

- The company **PINK** has been selling the longest, with its first order date on 2021-09-01, and it offers the highest variety with **401** unique products
- **FURSHINE** has the most total products sold at 14,891, with its first order date on 2022-05-15.
- Although **PINK** and **WHITECHERRY** have been longest in the market, they weren't able to get significant market share like **FURSHINE** and **BOXN**

# Detailed Monthly Analysis of FURSHINE and WHITECHERRY Product Orders

## FURSHINE

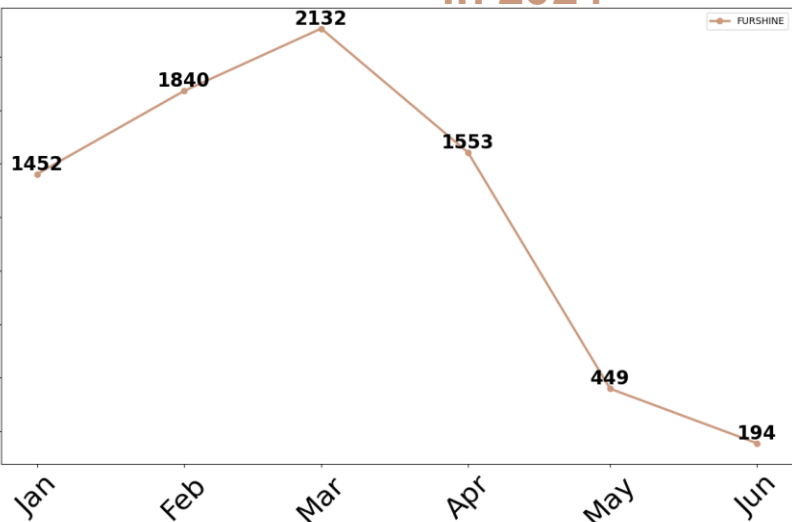
Monthly Count of FURSHINE in 2023



The orders of **FURSHINE** experienced a sharp rise throughout **2023**, peaking in November with **1771** orders

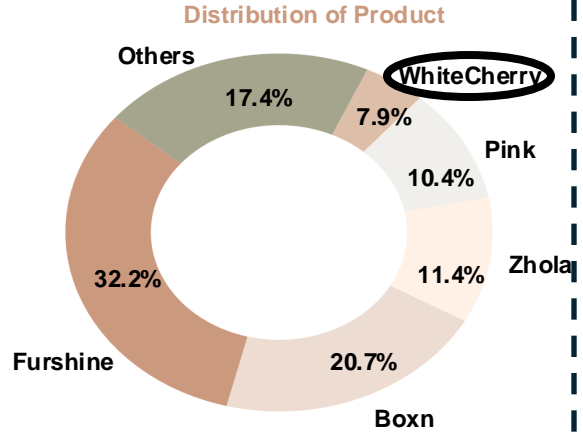
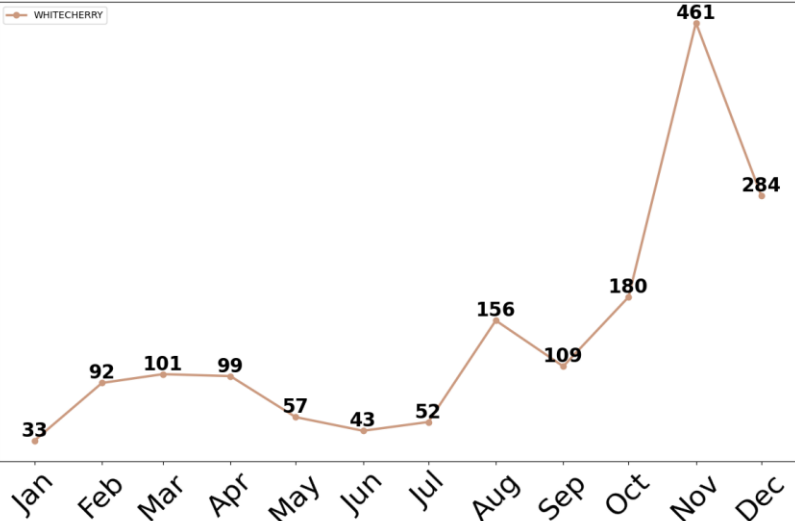
Monthly Count of FURSHINE in 2024

**FURSHINE** had a strong start to **2024** with increasing orders, but then saw a significant decline, dropping to just **194** orders



## WHITECHERRY

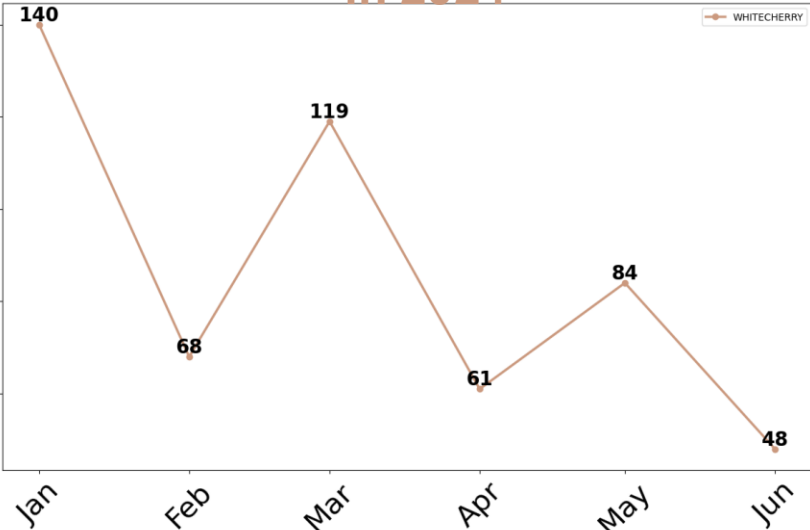
Monthly Count of WHITECHERRY in 2023



The orders of **WHITECHERRY** experienced a sharp rise throughout **2023**, peaking in October with **461** orders

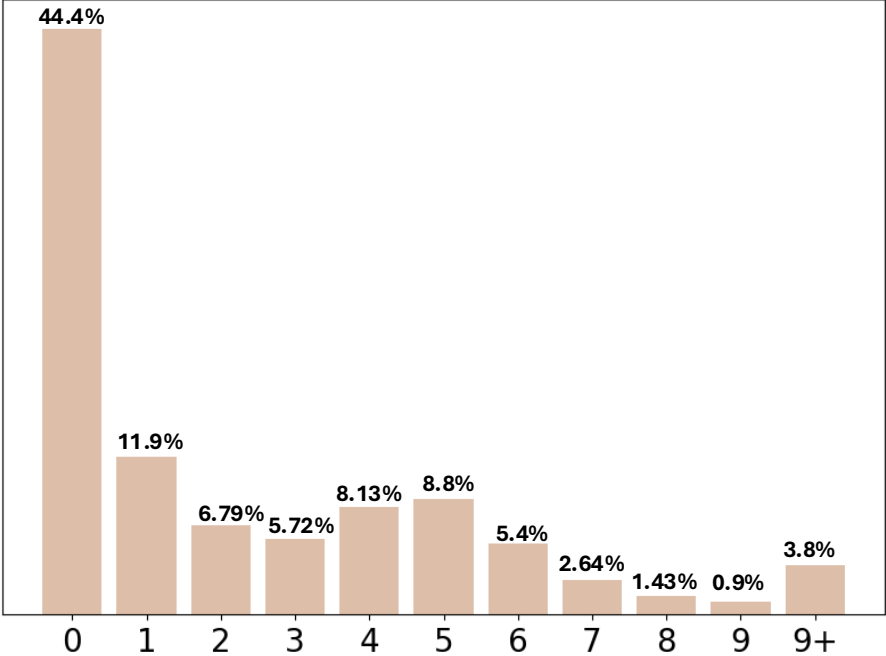
Monthly Count of WHITECHERRY in 2024

The monthly counts of **WHITECHERRY** in **2024** experienced a notable decline, starting with a great fluctuations.



# Prioritizing South Indian States: Delivery Day Distribution, Cost Analysis, and Order Volume

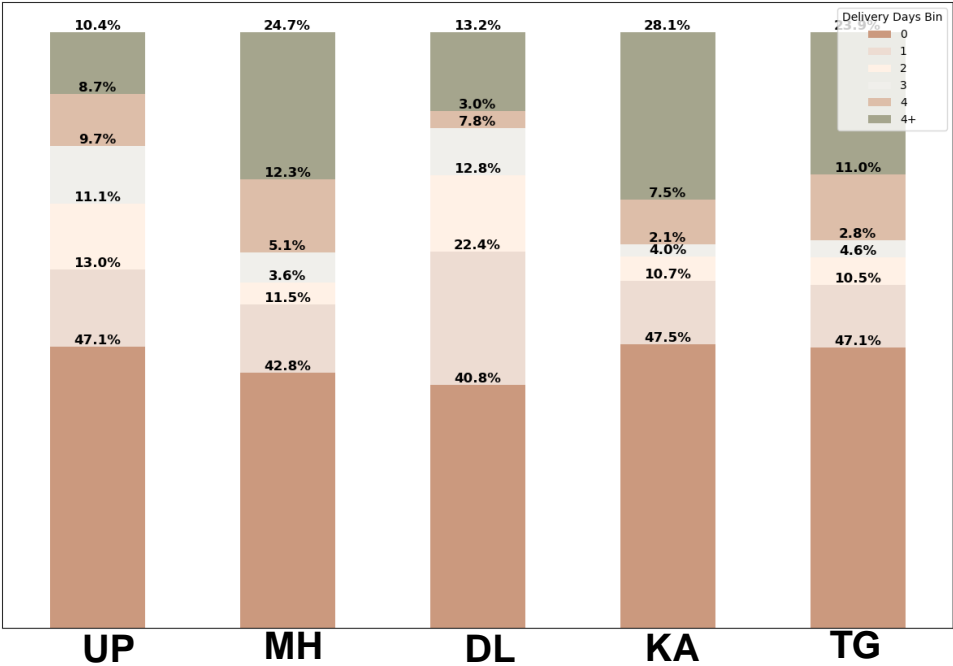
Distribution Of Delivery Days



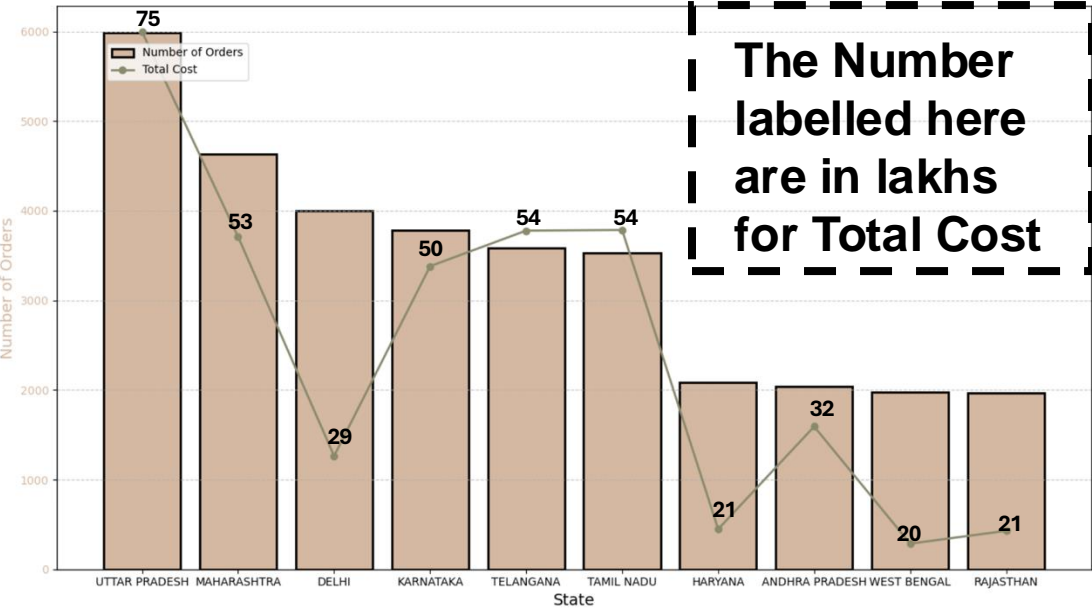
- Nearly **50%** of the item were delivered on the **same day**
- Less than **5%** take more than **8 days**

This graph clearly illustrates that Amazon experiences significantly longer delivery times to the southern states of India

Top 5 States Delivery Days



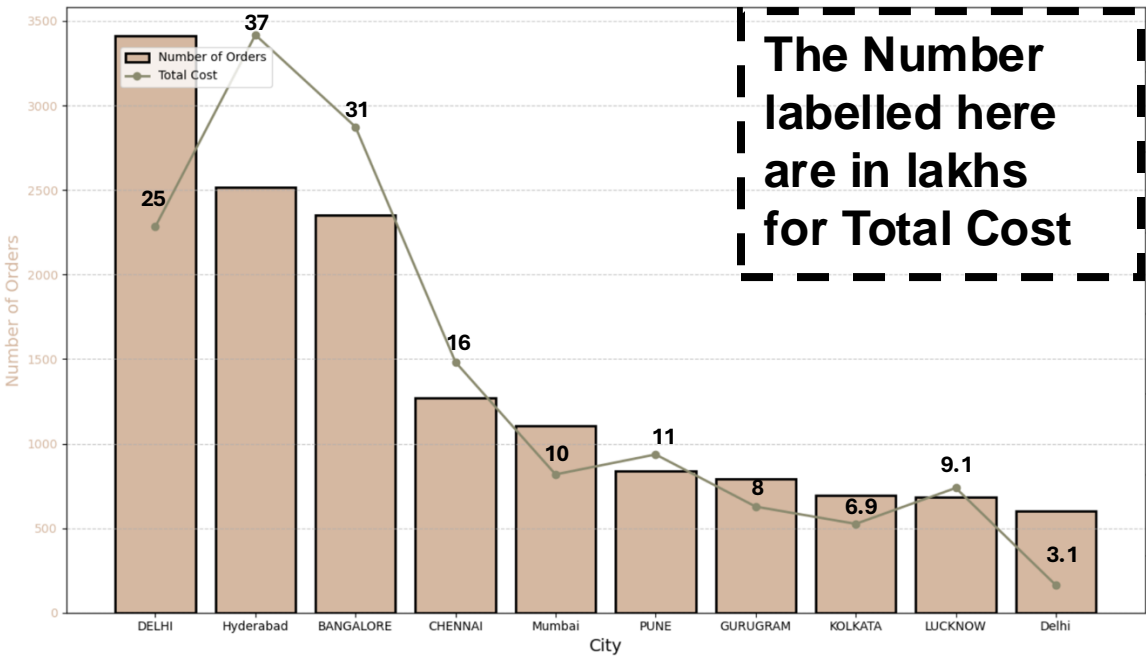
Total Cost Of State Ranked By Number Of Orders



The Number labelled here are in lakhs for Total Cost

	State	Total Cost
0	UTTAR PRADESH	₹7,387,475.04
1	TELANGANA	₹5,309,161.18
2	TAMIL NADU	₹5,288,396.45
3	MAHARASHTRA	₹5,179,354.52
4	KARNATAKA	₹4,932,265.36
5	ANDHRA PRADESH	₹3,232,471.10
6	DELHI	₹2,867,118.82
7	BIHAR	₹2,409,640.44
8	RAJASTHAN	₹2,122,118.33
9	HARYANA	₹2,113,872.38

Total Cost Of City Ranked By Number Of Orders

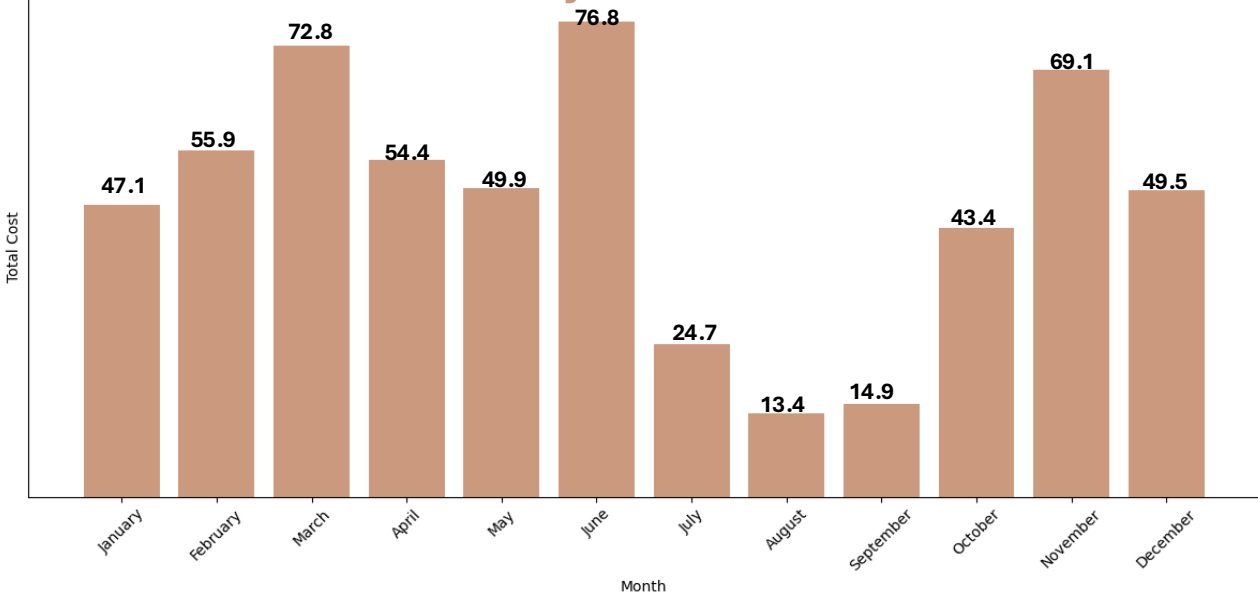


The Number labelled here are in lakhs for Total Cost



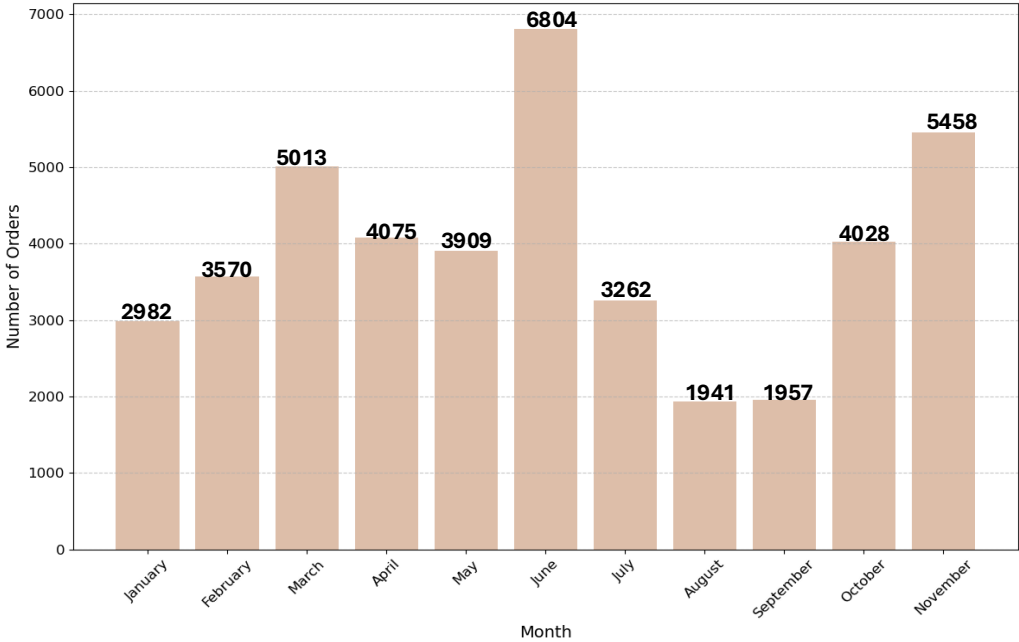
# Monthly Financial Overview: Total Cost, Order Volume, and Average Cost Per Order

Monthly Total Cost

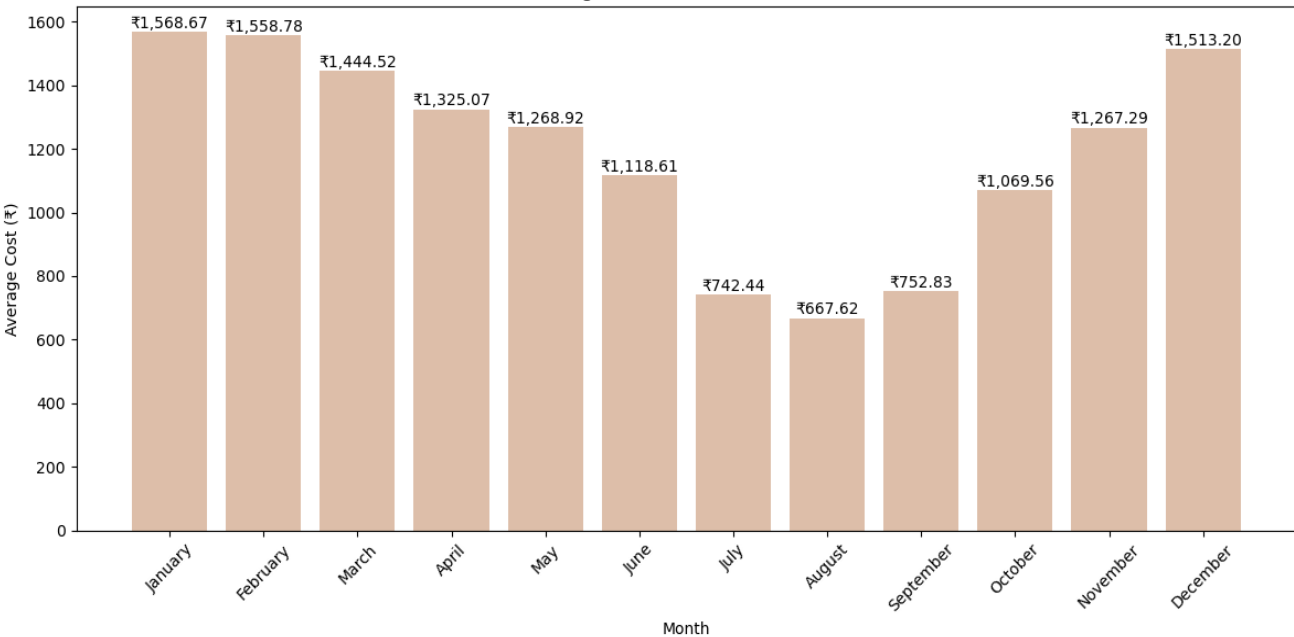


Despite the **high number** of orders in **June**, the **cost per item** during that month was significantly **low**.

Number Of Order Per Month



Average Cost Per Order Per Month



Given that **June** typically sees a **high volume of orders**, often due to discounts, it might be beneficial to **reduce discounts on frequently purchased products (like FURSHINE) slightly**. At the same time, **increasing discounts on other products** could encourage customers to explore and buy those items, potentially boosting their sales. This strategy could also lead to a **higher overall cost for the FURSHINE product**, as it may maintain a stronger pricing position.



# Meesho: India's Trusted Social Commerce Platform



## **Zero Investment**

Sellers can start their businesses without needing to invest in inventory.



## **Affordability**

Meesho offers a range of products at affordable prices, making it easy for small businesses and individual resellers to access quality items without significant upfront investment

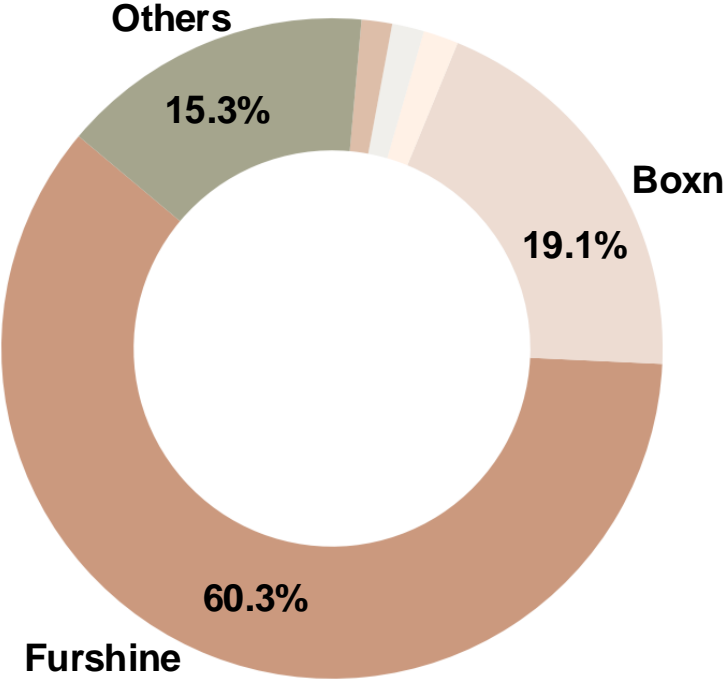


## **Wide Range Of Products**

The platform offers a diverse range of products across various categories, including fashion, home decor, beauty products, etc

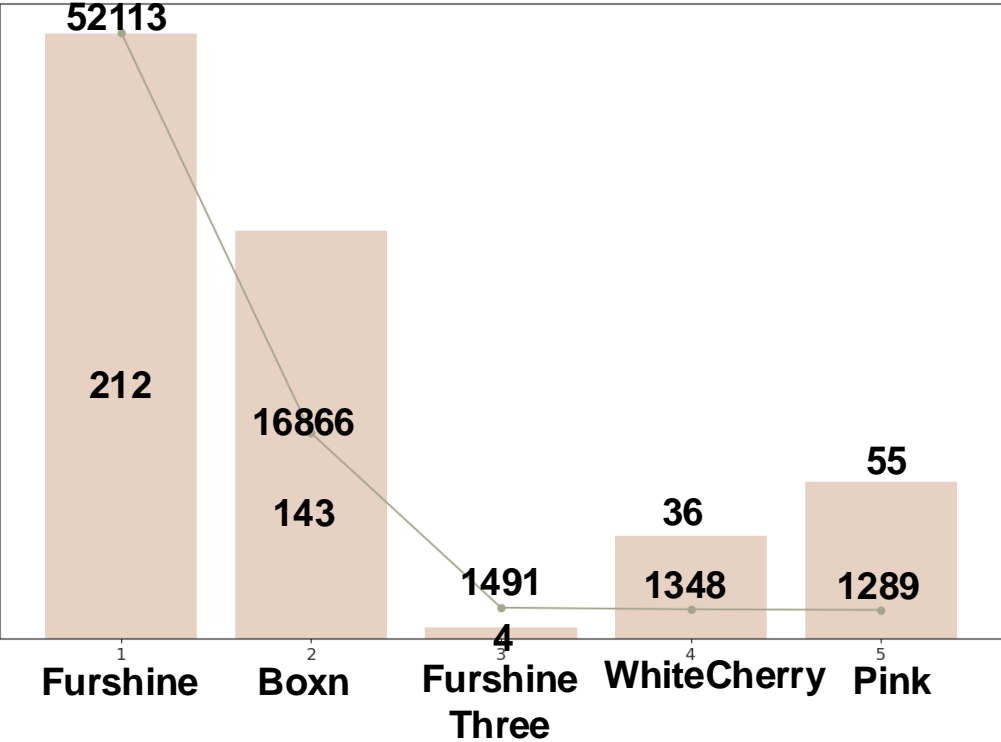
# In-Depth Analysis of Product Distribution and Market Entry Dates Across Key Categories

Distribution of Product



- **FURSHINE** : Sofa Cover
- **BOXN** : Appliances
- **WHITECHERRY** : Fan and Reading Lamp
- **PINK** : Makeup Products

Unique Products & Total Products category



- **BOXN** and **FURSHINE** offer most diverse range of unique products, and **FURSHINE** leads in total product volume.
- Unlike **Flipkart's** top-selling products, which focus on fewer unique items and brands. **Meesho's** top-selling product **FURSHINE** offer a more diverse range of unique products

Initial Order Date For Key Companies

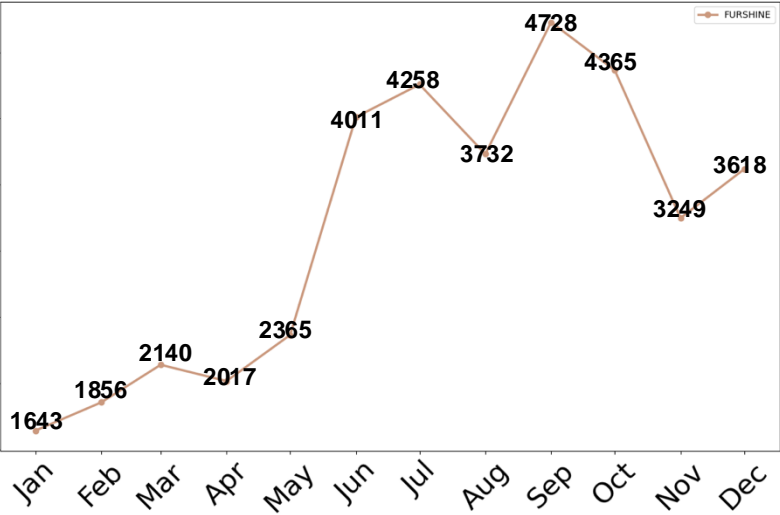
Company	First Order Date
FURSHINETHREE	2022-12-31
FURSHINE	2022-06-27
BOXN	2022-03-22
PINK	2019-03-21
WHITECHERRY	2019-02-26

- **FURSHINE** stands out with the highest total products sold at **52,113**, along with **212 unique products**, showcasing its significant market presence.
- **BOXN** follows with **16,866 total products** and **143 unique products**, establishing itself as a strong competitor in the market.
- Despite being in the market longer, **PINK** and **WHITECHERRY** have lower total sales, with **1,289** and **1,348 total products** respectively, indicating challenges in capturing market share compared to newer entrants like **FURSHINE** and **BOXN**.

# Detailed Monthly Analysis of FURSHINE and WHITECHERRY Product Orders

## FURSHINE

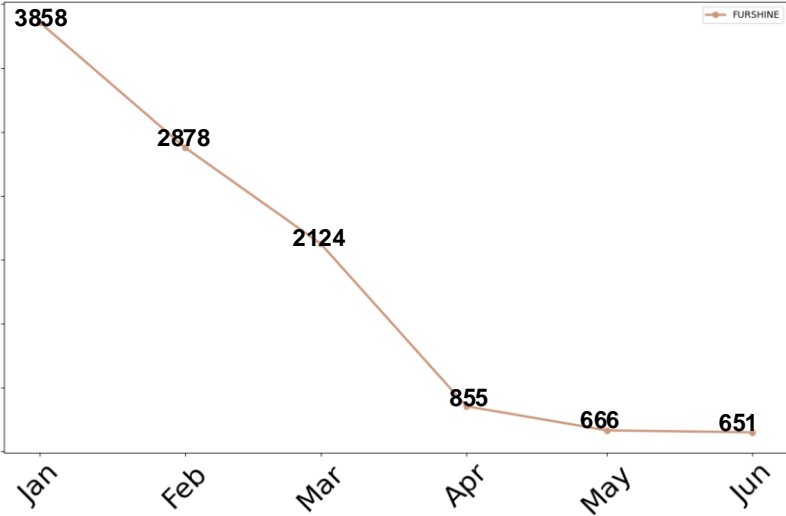
Monthly Count of FURSHINE in 2023



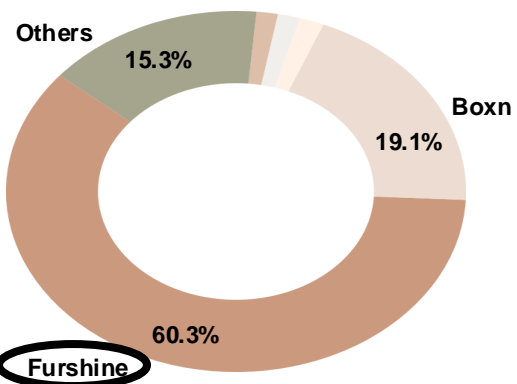
The orders of **FURSHINE** steadily increased through out 2023, reaching a high of **4,011 orders** in June before experiencing a slight decline in November to **3,249**.

Monthly Count of FURSHINE in 2024

The orders of **FURSHINE** in 2024 saw a significant decline, starting with **3,858 orders** in January and dropping to just **651 orders** by June.

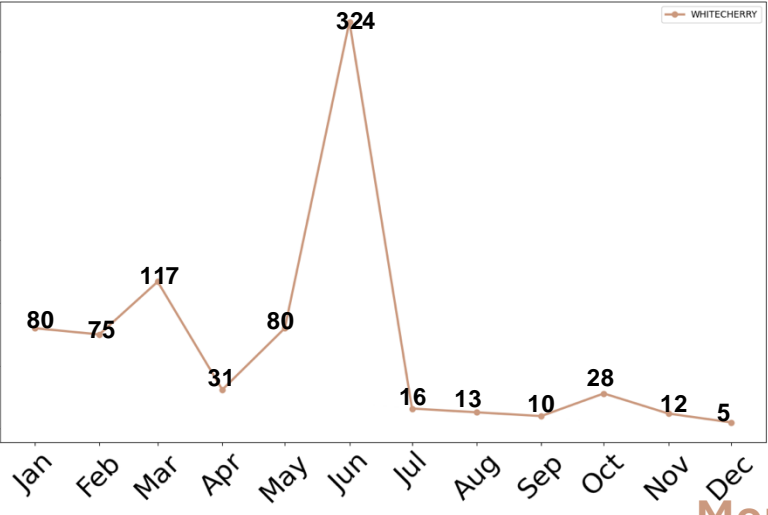


Distribution of Product



## WHITECHERRY

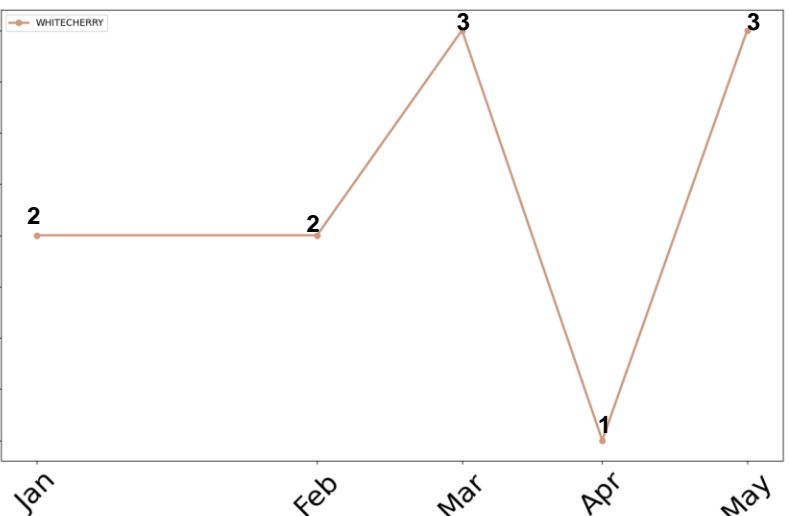
Monthly Count of WHITECHERRY in 2023



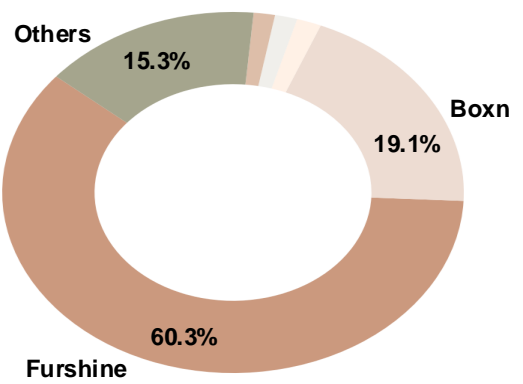
The orders of **FURSHINE** fluctuated throughout 2023, peaking at **324 orders** in June but declining to only **5 orders** by December.

Monthly Count of WHITECHERRY in 2024

The orders of **FURSHINE** in 2024 were minimal, with only **3 orders** recorded in April and June, and just **2 orders** in both January and March.

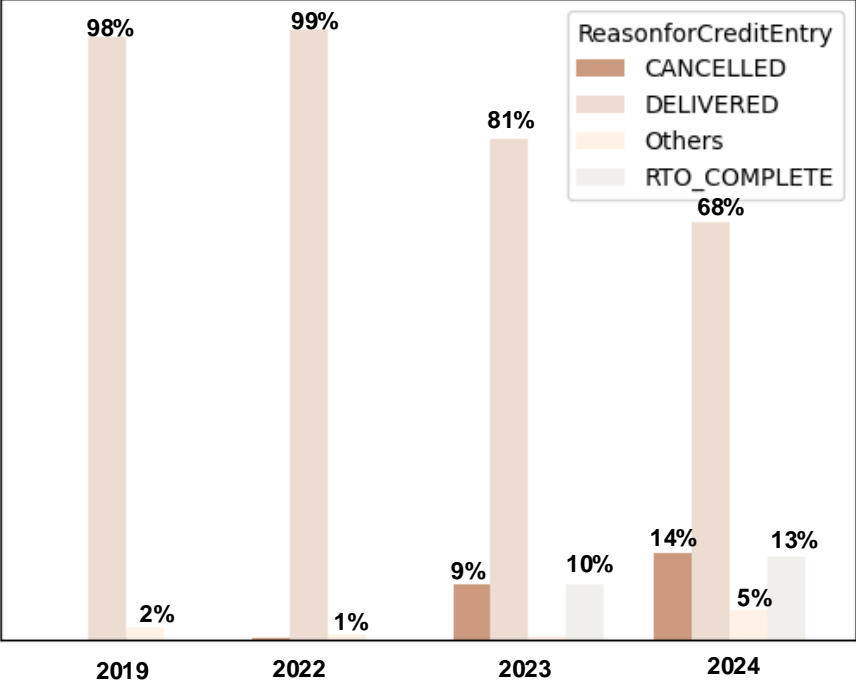


Distribution of Product



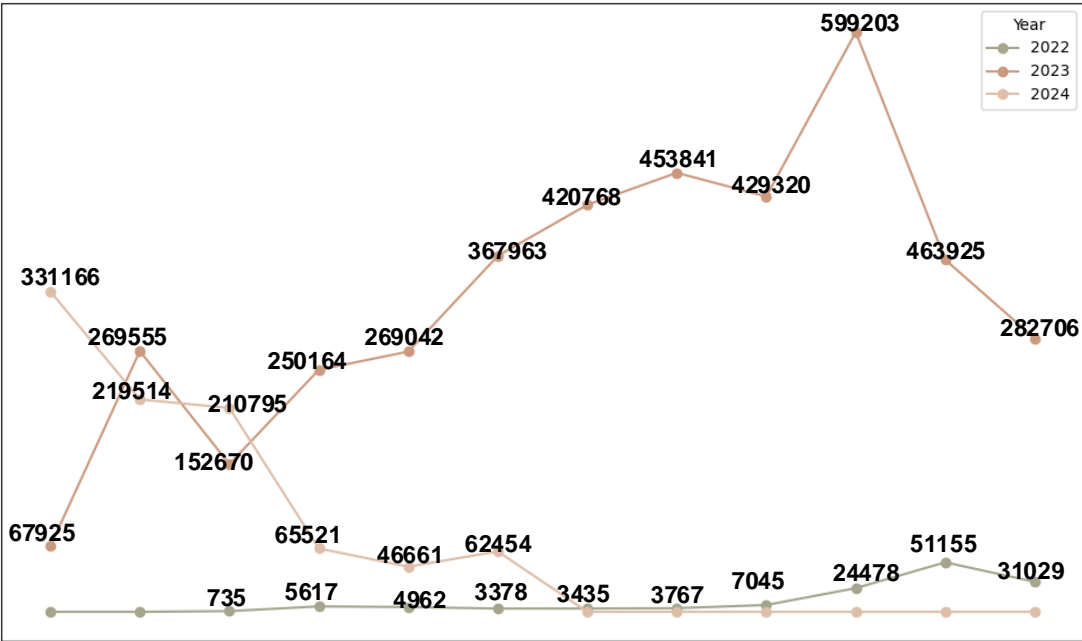
# Comprehensive Order Insights: Status Distribution, Monthly Discounts and Cost Analysis

Order Item Status Distribution



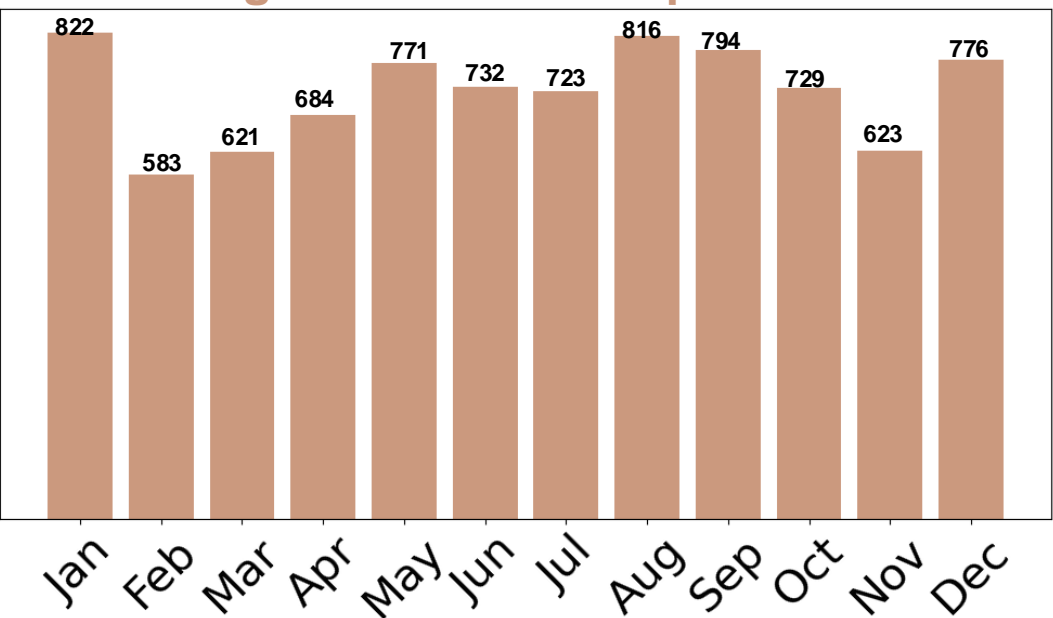
- In 2023, **CANCELLED** orders accounted for **9%** of total orders highlighting growing issues.
- RTO\_COMPLETE** category surged in **2023** indicates rising customer dissatisfaction or logistical challenges.

Monthly Discount Trends From 2022-2204



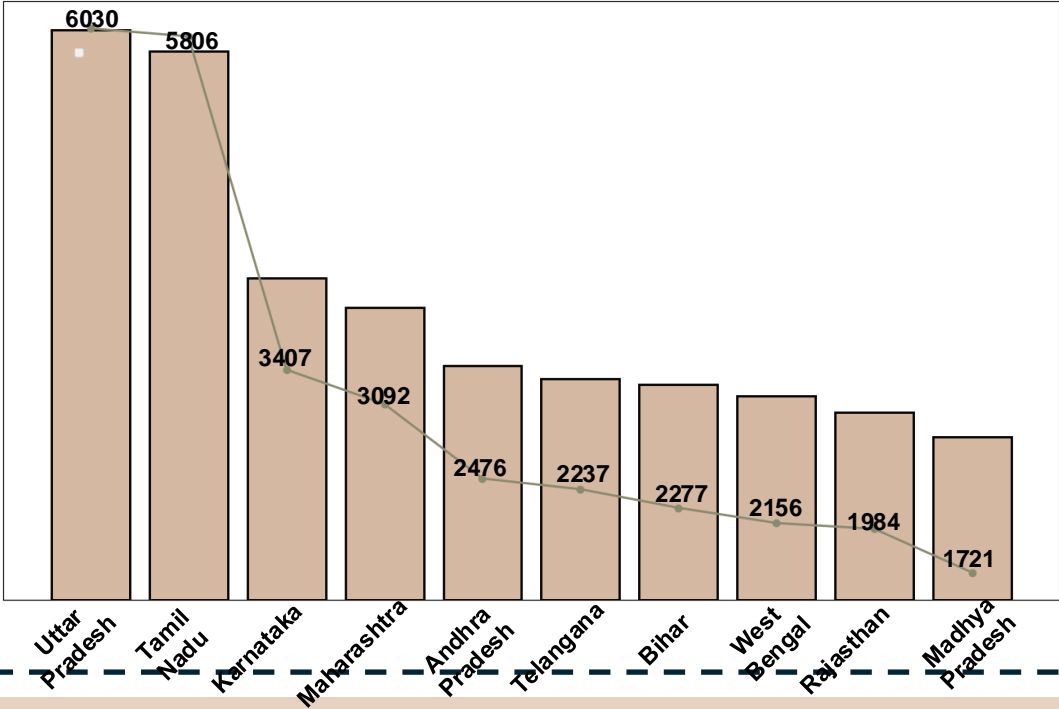
In **2023**, total discounts significantly increased, high in December at **₹282,706**. This surge indicates higher sales volumes during the holiday season.

Average Cost Per Order per Month



Customer State	Order Count	Total Cost
Madhya Pradesh	1721	1598502.0
Rajasthan	1984	1920601.0
West Bengal	2156	1964058.0
Bihar	2277	2076276.0
Telangana	2337	2213230.0
Andhra Pradesh	2476	2292378.0
Maharashtra	3092	2840540.0
Karnataka	3407	3094020.0
Tamil Nadu	5806	5550259.0
Uttar Pradesh	6030	5609680.0

Total Cost Of State Ranked By Number Of Orders

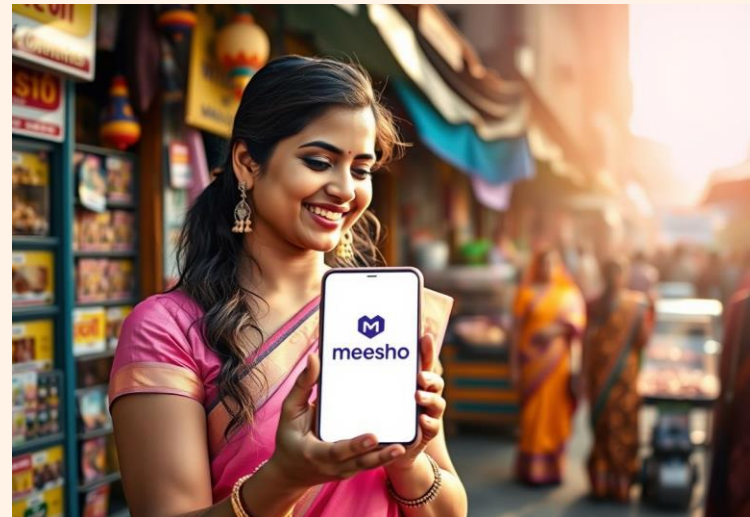


# Competitive Analysis: Flipkart, Meesho, and Amazon



## **Flipkart**

India's leading e-commerce marketplace, offering a wide range of products.



## **Meesho**

Social commerce platform empowering small businesses and individual resellers.



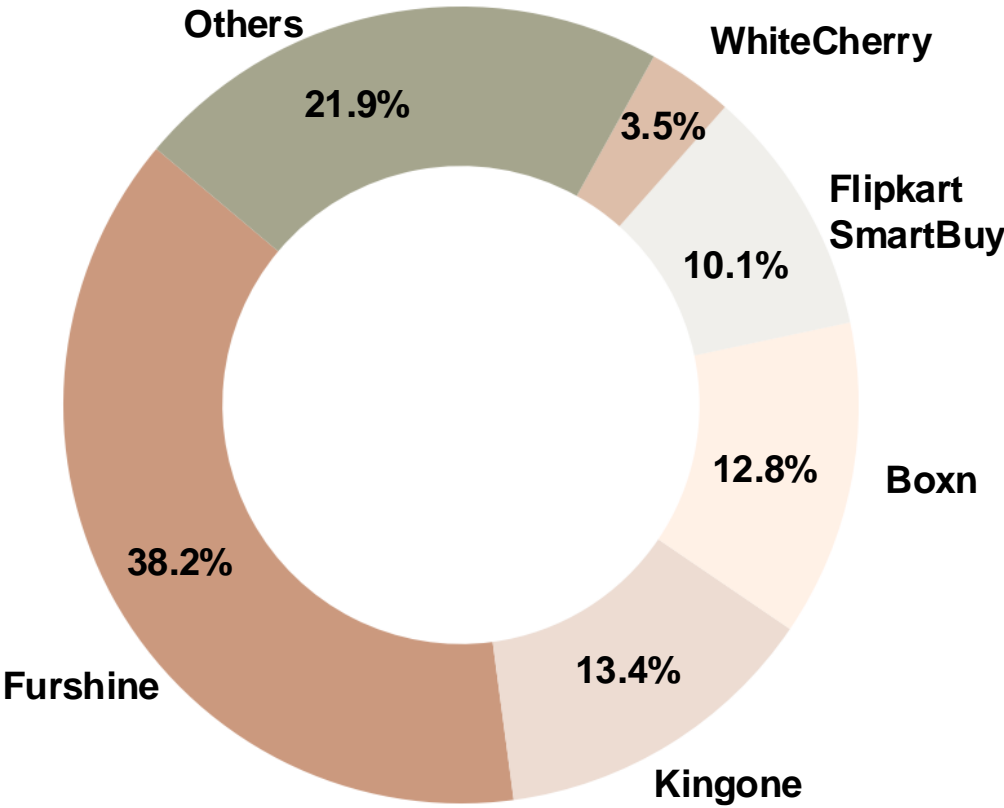
## **Amazon**

Global e-commerce giant with a strong presence in the Indian market.



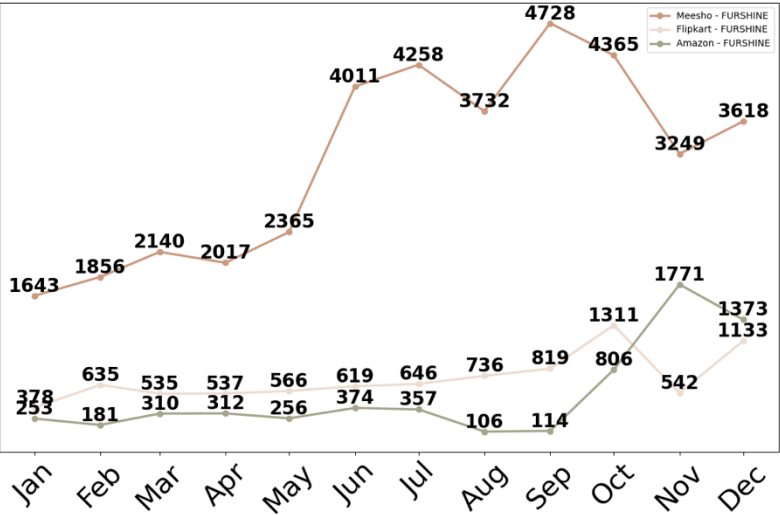
# In-Depth Analysis of Product Distribution and Detailed Monthly Analysis of FURSHINE

Distribution of Product



Although **Flipkart SmartBuy** is exclusive to Flipkart, it still demonstrates strong sales, accounting for approximately **10.12%** of the total sales. This highlights the brand's appeal among consumers looking for value-driven products. In contrast, **FURSHINE** leads the category with a significant share of **38.23%**, indicating a competitive landscape where various brands are vying for consumer attention.

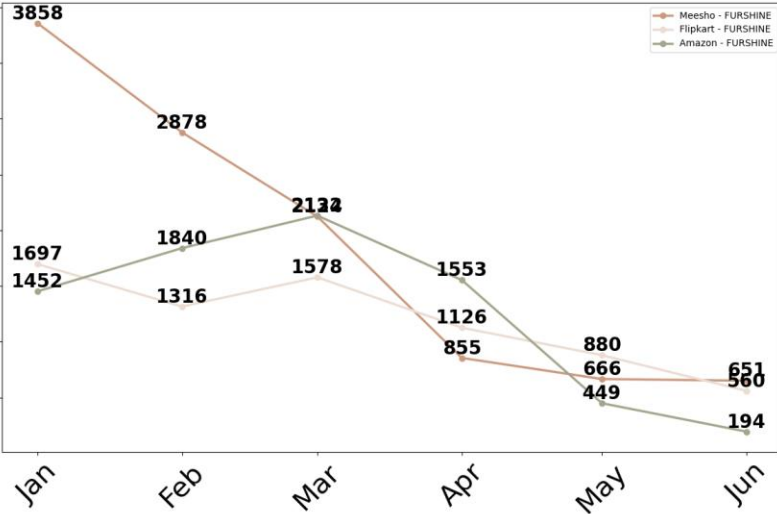
Monthly Count of FURSHINE in 2023



**Meesho** peaked at significant order growth in **September 2023**, **Flipkart** had consistent increases with a festive surge in **October**, while **Amazon's** lower counts showed potential for growth, during promotional spikes in **November**, reflecting varying consumer engagement.

In 2024, Meesho dropped from **3,858 orders in January** to **651 by June**, Flipkart declined from **1,697 to 560 orders**, and Amazon peaked at **2,132 in March** before falling to **194**, indicating a trend of decreasing consumer engagement across all platforms.

Monthly Count of FURSHINE in 2024



# Problem-Solution Matrix

Company	Flipkart	Amazon	Meesho
Problem	Analysis shows that our <b>top-selling product</b> generates significant revenue but is linked to a <b>limited range of unique variations</b> , highlighting opportunities to <b>expand our product offerings</b> and enhance <b>customer engagement</b> .	<b>Top-selling states (South Indian states)</b> contribute significantly to <b>sales and revenue</b> , but they experience <b>longer delivery times</b> , highlighting the need to optimize the supply chain and improve delivery efficiency to meet growing demand.	In 2023, the market experienced <b>strong growth</b> , but in 2024, it became <b>unstable</b> due to a sharp rise in <b>order cancellations after delivery</b> .
Solution	<b>Expanding the range of product variations</b> can not only <b>boost revenue</b> but also <b>enhance customer loyalty</b> by offering more personalized choices.	<b>Partnering with local logistics providers</b> and using <b>predictive analytics</b> to better forecast demand can help streamline inventory management, ensuring faster dispatches and enhancing customer satisfaction.	To address the rising cancellations after delivery in 2024, focus on improving <b>product quality control</b> and ensuring <b>accurate delivery</b>