

AN E-COMMERCE COMPANY'S PATH TO SUSTAINABLE GROWTH

E-commerce and Online Retail refers to the buying and selling of goods and services over the internet, where businesses and consumers engage in digital transactions through various online platforms.



COMPANY BACKGROUND

- The e-commerce company is facing multiple operational challenges that hinder growth and customer satisfaction.
- To address these issues, the company is leveraging data-driven insights to optimize operations.





TABLE CONTENT



- Order ID: A unique identifier assigned to each order placed in the e-commerce system.
- Date : Date on which product ordered.
- Status : Current status of the order (e.g., Shipped, Cancelled, Delivered to Buyer, etc.)
- Fulfillment: Describes how the order was fulfilled(e.g., Amazon, Merchant)
- Sales Channel : The platform through which the sale was made(e.g., Amazon.in)
- ship-service-level : Shipping service level (e.g., Standard, Expedited)
- Style : Style of the product
- SKU : Specific identifiers used for stock keeping and product design.
- Category : Category of the product
- Size : Size of the product
- Quantity : The number of units of the product ordered
- currency : The currency used for the transaction.
- Amount : Amount of the transaction
- ship-city, ship-state, ship-country: Details about the location to which the product was shipped.
- ship-postal-code: Postal code where the product was shipped.
- promotion_ids : Promotion IDs if any
- B2B : A boolean indicating whether the order is Business-to-Business (B2B)
- fulfilled_by : Who fulfilled the shipping (e.g., Easy Ship)

KEY CHALLENGES IN E-COMMERCE



FINANCIAL PERFORMANCE



CUSTOMER INSIGHTS



LOGISTICS & FULFILLMENT



PRODUCT MANAGEMENT



**CUSTOMER SATISFACTION
& RETURNS**

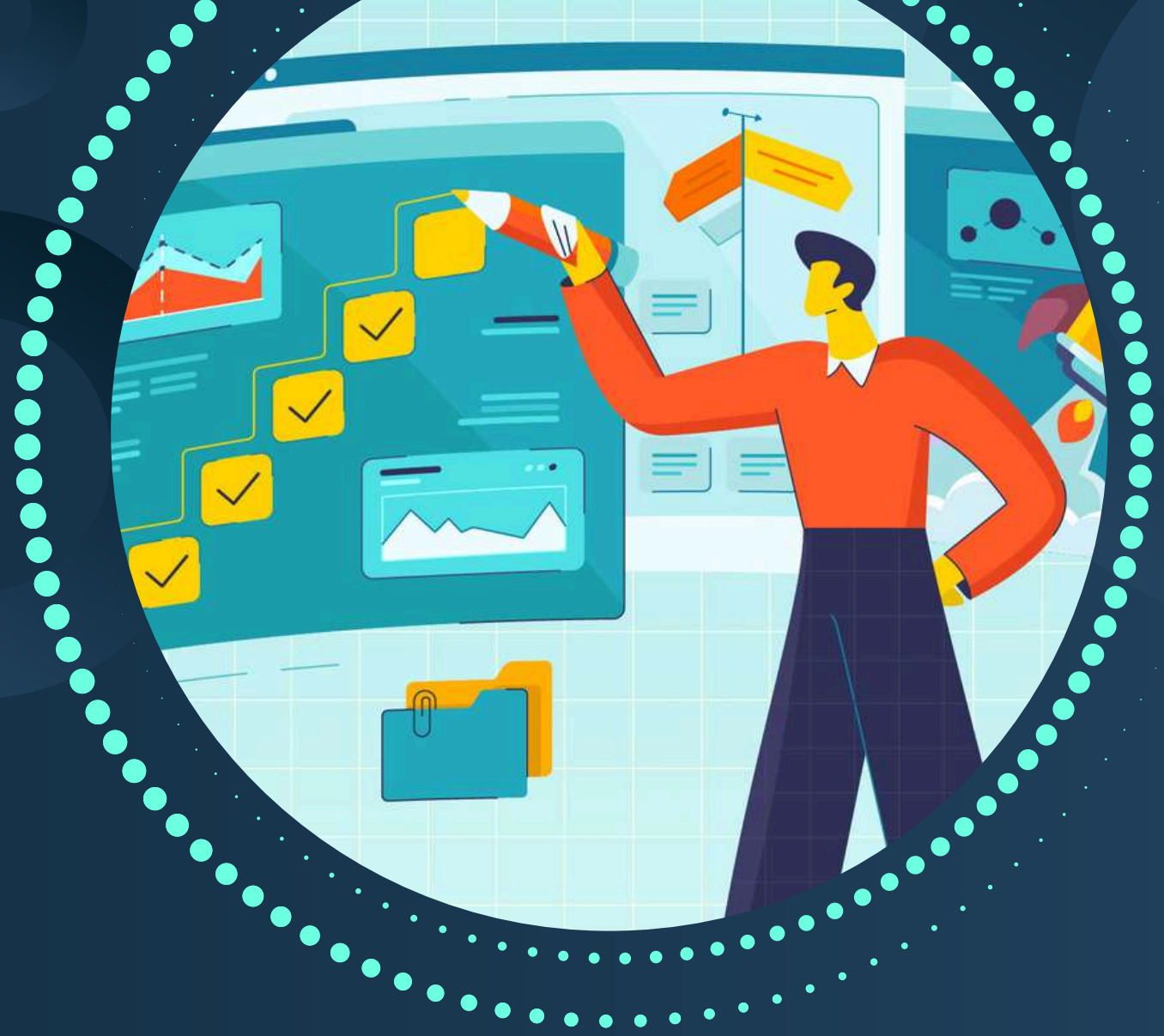
FINANCIAL PERFORMANCE ANALYSIS

- Analyzing total revenue growth over time.
- Identifying best-selling products and seasonal sales trends.
- Calculating the average order value to understand spending behavior.



CUSTOMER INSIGHTS ANALYSIS

- Identifying top-performing locations based on sales volume.
- Analyzing order cancellation trends and customer retention.
- Differentiating B2B vs. B2C customer behavior for targeted marketing.



LOGISTICS & FULFILLMENT OPTIMIZATION

- Addressing shipping delays by calculating average shipping times.
- Comparing orders fulfilled by Amazon vs. Merchant fulfillment.
- Improving order processing for faster deliveries.



PRODUCT MANAGEMENT & INVENTORY OPTIMIZATION

- Identifying high-demand product categories.
- Analyzing the average quantity ordered for efficient stock management.
- Enhancing inventory control to prevent stockouts or overstocking.



CUSTOMER SATISFACTION & RETURNS

- Investigating high return and cancellation rates.
- Identifying problematic products/categories to enhance quality.
- Improving customer experience through better service policies.



DATA ANALYSIS APPROACH

- Step 1: Data exploration and understanding.
- Step 2: Data cleansing (handling missing values, replacing nulls in the 'Amount' column with the median).
- Step 3: In-depth analysis focusing on revenue, customer behavior, logistics, and returns.
- Step 4: Testing understanding through MCQs.



CONCLUSION

- Implement insights from the analysis to optimize operations.
- Develop data-driven strategies to drive growth.
- Continuously monitor key performance metrics for sustainable success.
- Add Recommendation & Conclusion of your analysis at last.



THANK YOU

If you face any difficulty or you want to discuss the query to the mentor feel free to contact the Mentor over LinkedIn -

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