



Indian Servers

# Analysis of e-commerce logistics

by TATHAGATA BARDHAN

TEAM – 346      BATCH - 15

# Why E-Commerce Business

- We spend our daily time more on the internet for work, study, marketing, business, learning, and entertainment. Now all these commercial and social activities are connected to the internet. And without e-Commerce the world around the internet is impossible. That's why e-Commerce is important in our daily life
- In this project some keys business insights are highlighted which can be an indispensable part of business strategies of an e-retail firm.



# DATA DICTIONARY

The data is collected from some reliable online sources and the features in the data are listed below:

1. Order ID
2. Product ID
3. Shipping ID
4. Customer ID
5. Customer Name
6. Sales
7. Discount
8. Profit
9. Shipping cost
10. Product Base Margin
11. Order Quantity
12. Product category
13. Product sub-category
14. Province
15. Region
16. Customer segment

# LIBRARIES & PACKAGES USED

**Numpy** It denotes Numerical Python, used for multi-dimensional array oriented computing

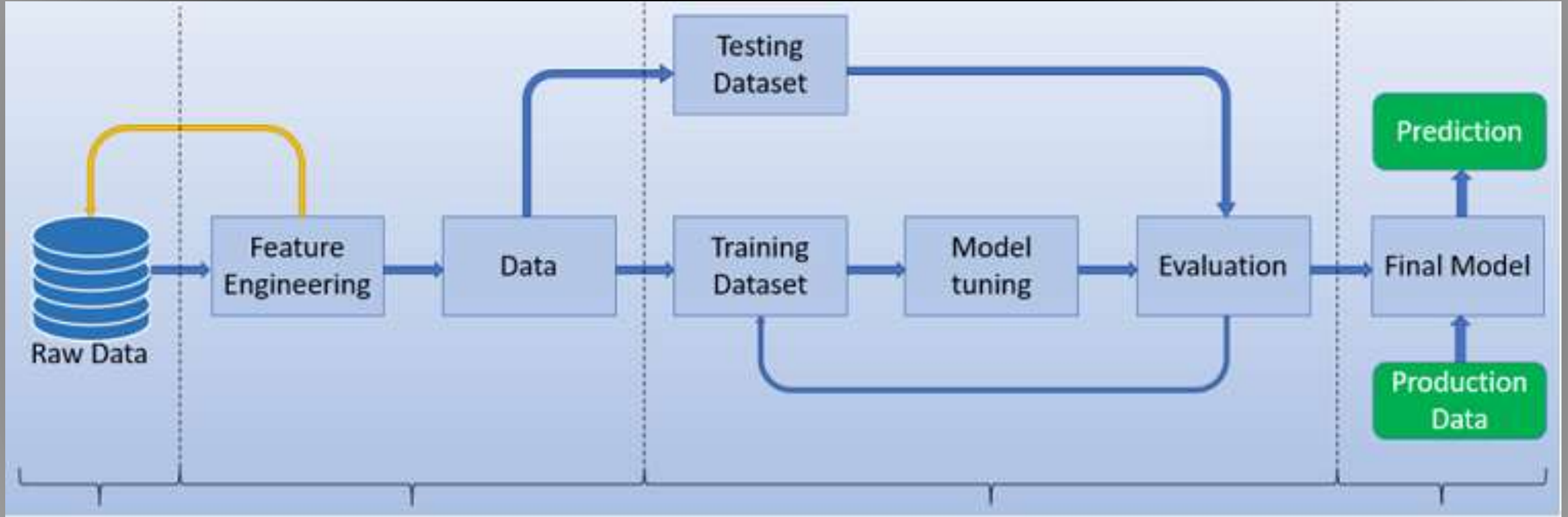
**Pandas** It is a data analytics library used for manipulation, visualization, model building of panel data

**Matplotlib & Seaborn** Matplotlib is used for basic plotting and seaborn is used for variety of visualization patterns

**Scikit-learn** It provides a wide range of supervised and unsupervised machine learnings algorithms

**Keras** It is an open-source library that provides an interface for building artificial neural networks.

# PIPELINE OF THE TASKS PERFORMED



# A Brief overview of the Project

