Contents

Lab Exercise 1

1. **Company Name**
   EasyBuy
2. **Sector**
   Ecommerce
3. **Functional area of interest**
   Sales
4. **Business process**
   - Revenue growth
   - Regional performance monitoring
   - Churn rate of customers
   - Marketing campaign execution for products with low reviews
5. **Objectives**
   - Identifying the key performance indicators
   - Finding correlations between key performance indicators
   - Highest selling product
   - Highest selling product categories
   - Cities with highest & lowest sales
   - Best performing category in a particular city and why?
   - Products with lowest scores
   - Causes for dissatisfaction with product (e.g., late delivery)
   - Most popular price ranges of products (Bin them into Low, Medium, High based on its price)
   - Products with highest profit margin
   - Profit generated from cheap products vs expensive products
6. **Definition:**

   We are an e-commerce company which focuses on a huge plethora of products from different categories such as fashion, health, etc. We are looking to increase our sales and in turn our profits. To achieve this, we must first identify our performance indicators. Along with this, we will be analysing trends and patterns based on geolocation and product categories. This would enable us to divert our focus and resources in the right direction.

7. **Scope:**

   We are going to focus on the sales sector of our e-commerce company. The data we are using is collected from different cities of Brazil. Along with this, we are going to analyse data and find trends between 2016 to 2018.