

# Ecommerce Project by: Usman Ali & Muhammad Bilal

## EDA Analysis Report

### 1. Price Trends

- Dominant Categories: **Mobiles & Tablets, Appliances, Entertainment**
- **Others** category shows higher quantity trends during the first **4–5 months of 2018**.

### 2. Top Orders

- **By Orders:** Mobiles & Tablets, Men's Fashion
- **By Price:** Mobiles & Tablets **And** Appliances, Entertainment
- **By Quantity:** Men's Fashion, Mobiles & Tablets, Super Store

### 3. Highest Order Completion

- **By Orders:** Men's Fashion, Mobiles & Tablets, Women's Fashion
- **By Price:** Mobiles & Tablets **And** Appliances, Entertainment
- **By Quantity:** Men's Fashion, Mobiles & Tablets, Super Store

### 4. Highest Order Cancellation

- **By Orders:** Mobiles & Tablets, Men's Fashion, Appliances, Others
- **By Price:** Mobiles & Tablets **And** Appliances, Entertainment
- **By Quantity:** Mobiles & Tablets, Others **And** Super Store

### 5. Cancellation Rate

- **Others:** 58.1%
- **Entertainment:** 47.82%
- **Mobiles & Tablets:** 46.51%

**Business Problem:**

High cancellation rates in top-performing categories like ***Mobiles & Tablets and Entertainment*** are reducing profits and affecting overall sales performance.