Q1: When is the peak season of our ecommerce?

Ans: Spring Season has the biggest GMV out of other seasons over the data set period from 2016 – 2018 with total GMV = 4,093,641,810
*note that only delivered orders only counted

Q2: What time users are most likely making an order or using the ecommerce app?

Ans: the highest orders count recorded from 4:00 pm to 4:59 pm with total orders = 6,675
*note that only delivered orders only counted

Q3: What is the preferred way to pay in the ecommerce?

Ans: the credit card is the most preferred payment type with 76,505 orders GMV paid either fully or partially with credit card with 12.5 B GMV

Q4: How many installments is usually done when paying in the ecommerce?

Ans: the avg installments is 3.52 installment
*note that only credit card payment type is counted as it is the only way to break the payment into installments

Q5: What is the average spending time for user for our ecommerce?

Ans:

Q6: What is the frequency of purchase on each state?

Ans:

State	Total Orders per year		
	2016	2017	2018
ACEH	0	408	393
BALI	4	673	695
BANTEN	45	8556	11932
BENGKULU	2	272	283
DI YOGYAKARTA	1	736	966
DKI JAKARTA	43	5659	6408
GORONTALO	0	226	242
JAMBI	4	481	577
JAWA BARAT	41	5499	6920
JAWA TENGAH	19	3666	4660
JAWA TIMUR	21	3771	4397
KALIMANTAN BARAT	3	666	843

KALIMANTAN SELATAN	3	718	765
KALIMANTAN TENGAH	3	461	576
KALIMANTAN TIMUR	4	752	881
KALIMANTAN UTARA	3	213	250
KEPULAUAN BANGKA BELITUNG	2	156	170
KEPULAUAN RIAU	2	331	375
LAMPUNG	8	779	822
MALUKU	3	231	241
MALUKU UTARA	0	227	286
NUSA TENGGARA BARAT	2	159	206
NUSA TENGGARA TIMUR	2	583	622
PAPUA	4	817	942
PAPUA BARAT	2	342	350
RIAU	4	696	814
SULAWESI BARAT	0	208	249
SULAWESI SELATAN	6	1105	1204
SULAWESI TENGAH	3	463	505
SULAWESI TENGGARA	3	437	435
SULAWESI UTARA	3	586	609
SUMATERA BARAT	8	859	977
SUMATERA SELATAN	7	987	1091
SUMATERA UTARA	12	1705	2097

Q7: Which logistic route that have heavy traffic in our ecommerce?

Ans:

Customer City	Seller City	Total Delivered Orders
KOTA TANGERANG	KOTA TANGERANG	4223
KOTA JAKARTA BARAT	KOTA TANGERANG	1412
KOTA TANGERANG	KABUPATEN BERAU	1218

Q8: How many late delivered orders in our ecommerce? Are late order affecting the customer satisfaction?

Ans: there are 6,535 order delivered after the estimated date with avg feedback score = 2.25

Q9: How long are the delay for delivery / shipping process in each state?

Ans:

Q10: How long are the difference between estimated delivery time and actual delivery time in each state?

Ans:

Customer State	AVG Diff (days)
SULAWESI BARAT	168.4
BENGKULU	177.2
KALIMANTAN SELATAN	185.2
GORONTALO	194.0
NUSA TENGGARA TIMUR	198.4
KEPULAUAN BANGKA BELITUNG	199.0
KALIMANTAN TENGAH	201.4
SULAWESI SELATAN	207.7
SULAWESI TENGGARA	208.5
BALI	224.4
KALIMANTAN BARAT	226.7
KALIMANTAN UTARA	229.8
DKI JAKARTA	230.7
KALIMANTAN TIMUR	234.2
PAPUA	241.0
SUMATERA UTARA	241.1
SUMATERA SELATAN	243.4
JAWA BARAT	246.6
DI YOGYAKARTA	247.5
MALUKU UTARA	248.3
JAWA TENGAH	249.3
SUMATERA BARAT	252.0
JAWA TIMUR	256.5
JAMBI	257.5
LAMPUNG	259.0
NUSA TENGGARA BARAT	259.5
SULAWESI UTARA	260.4
PAPUA BARAT	266.6
ACEH	272.0
RIAU	273.8
SULAWESI TENGAH	275.7
MALUKU	288.3
BANTEN	295.9
KEPULAUAN RIAU	306.7