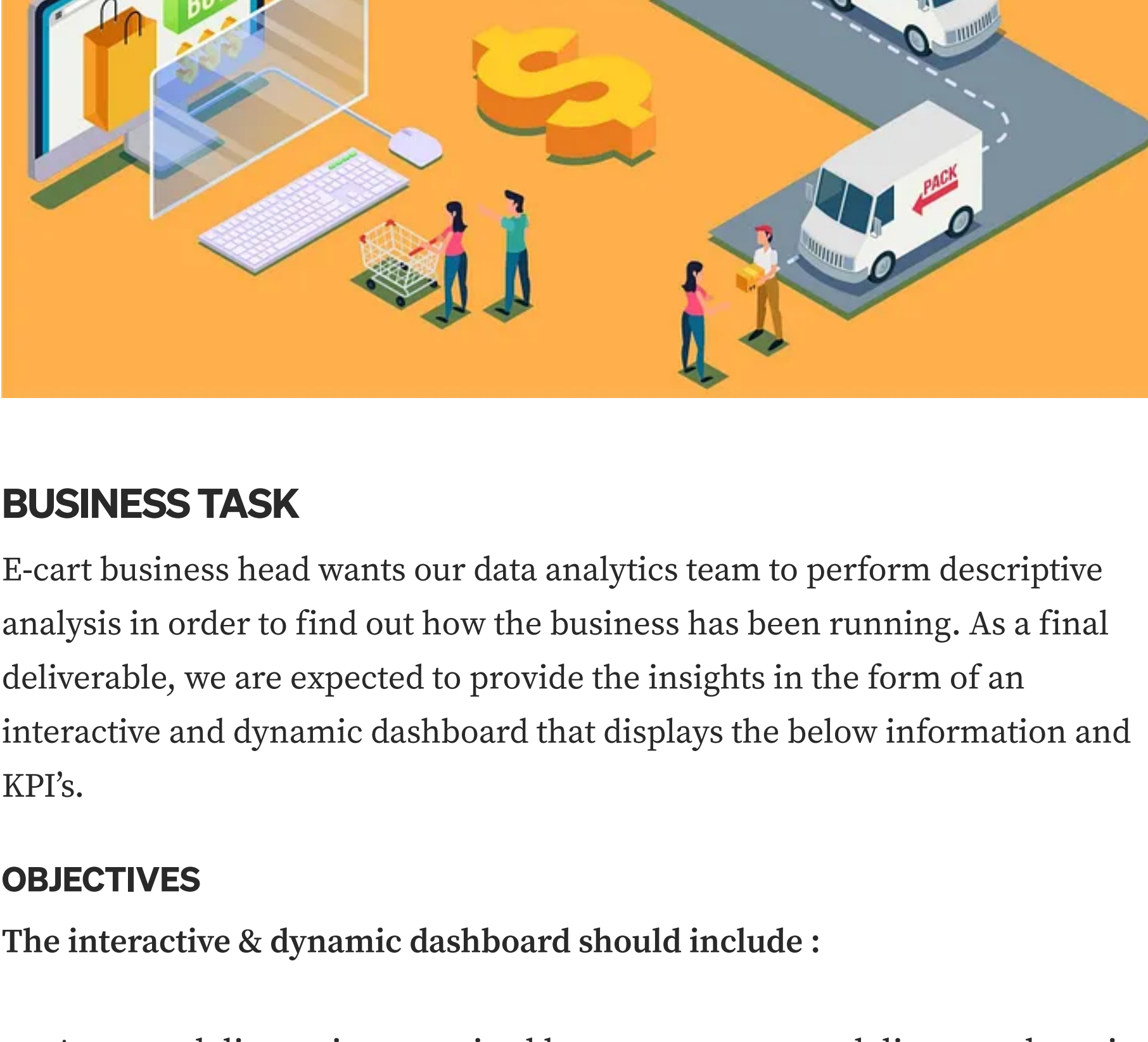


E-cart Company Descriptive Data Analysis Report

Aashish Telgote
4 min read · Just now



BUSINESS TASK

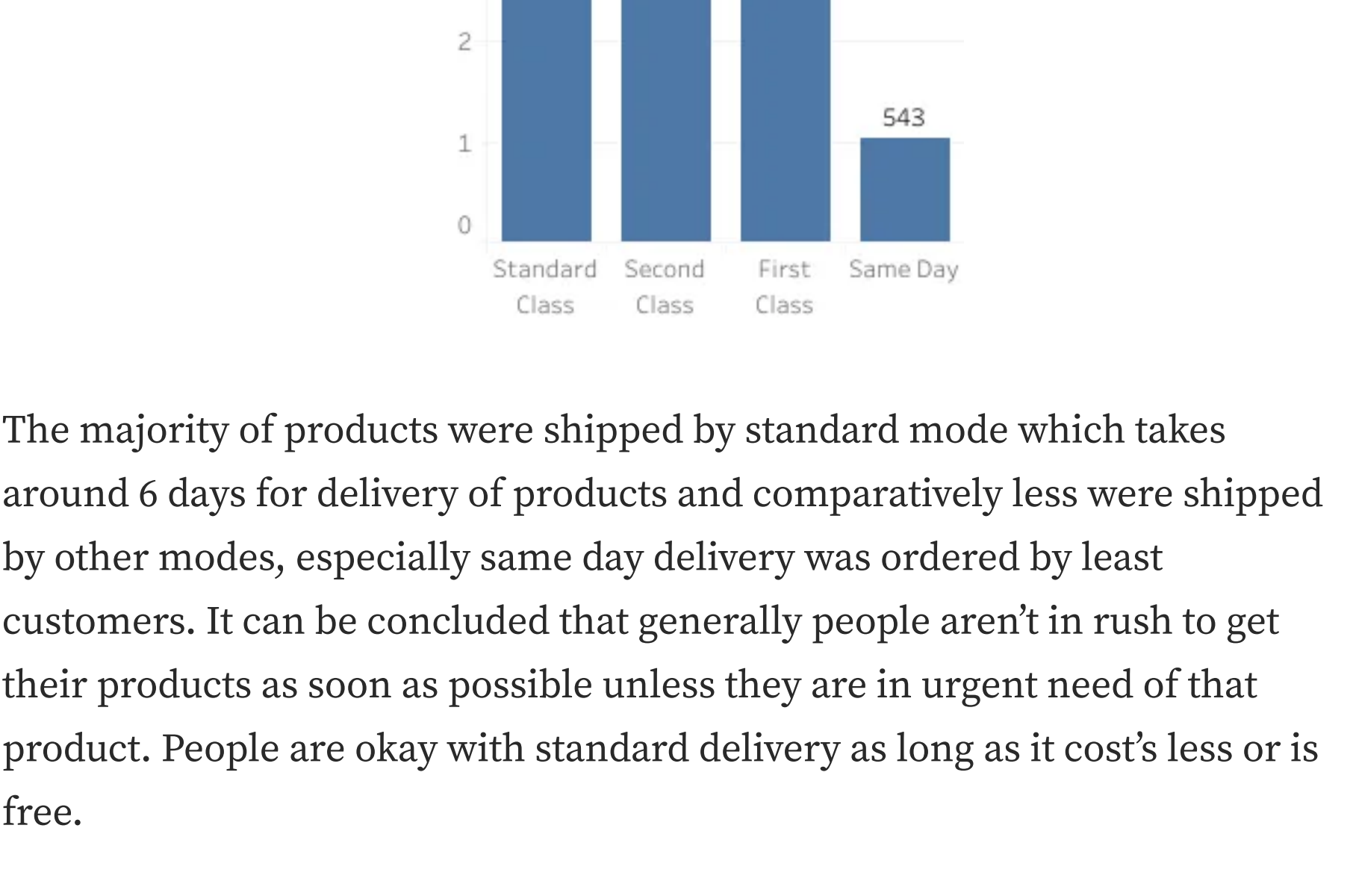
E-cart business head wants our data analytics team to perform descriptive analysis in order to find out how the business has been running. As a final deliverable, we are expected to provide the insights in the form of an interactive and dynamic dashboard that displays the below information and KPI's.

OBJECTIVES

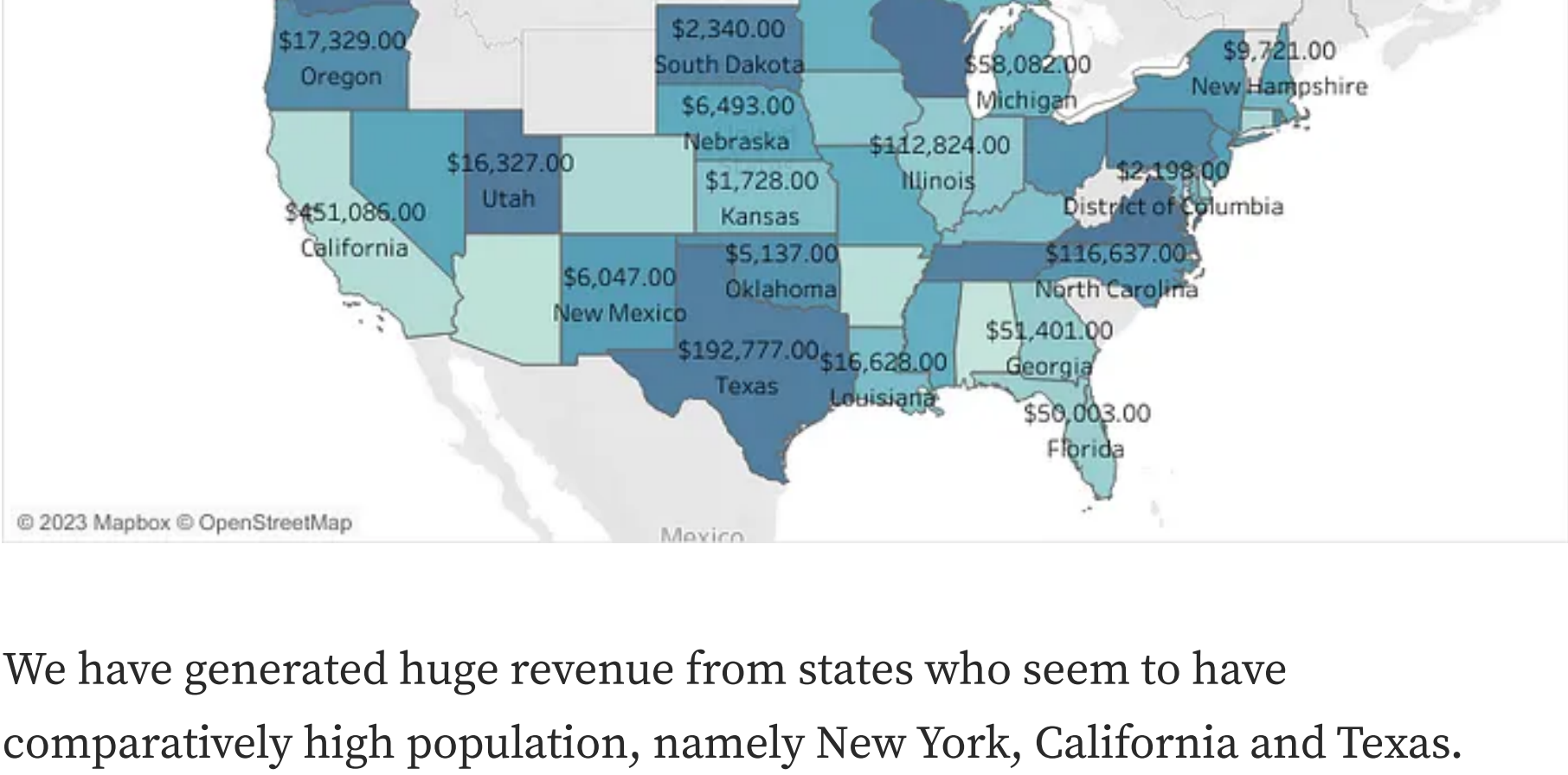
The interactive & dynamic dashboard should include :

- Average delivery time required by our company to deliver products in each state.
- The most preferred ship mode and delivery time taken by them.
- Revenue generated from each state.
- Revenue for different quarters and years.
- Quantity bought and Revenue generated from each customer
- Quantities sold and Revenue generated from different subcategories and categories separately.

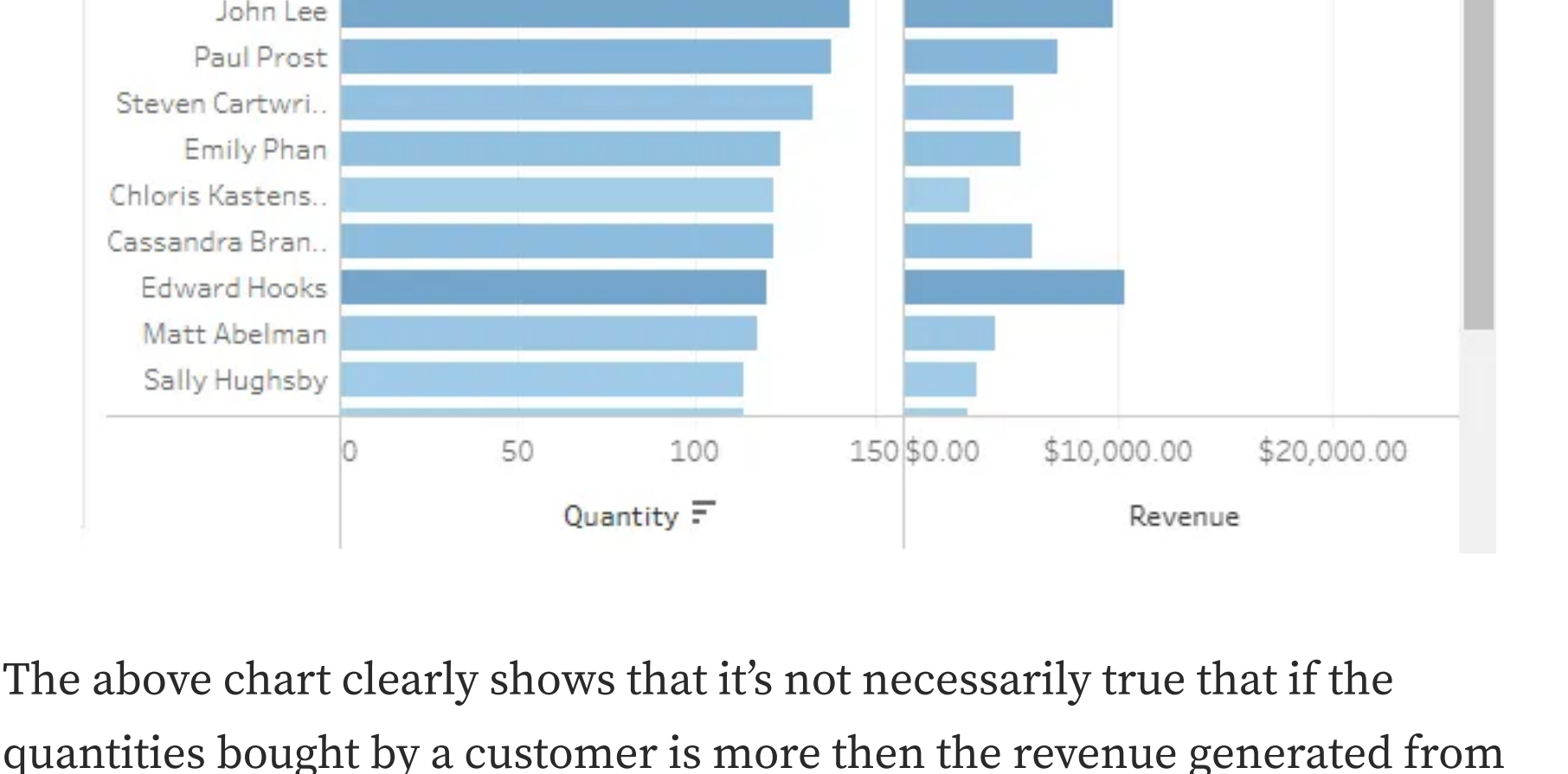
DESCRIPTIVE ANALYSIS RESULTS



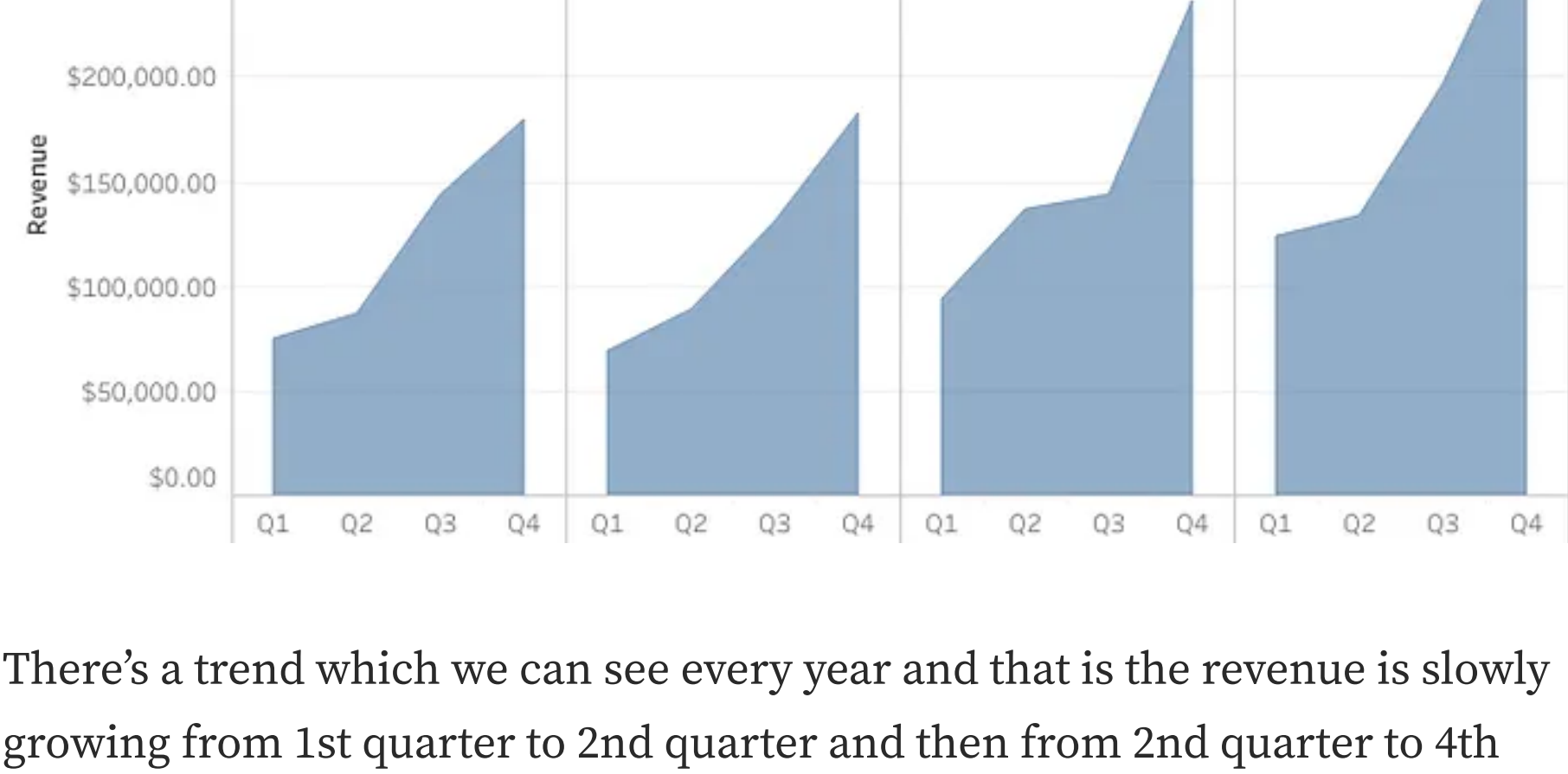
It can be concluded that on an average the time required to deliver products in almost all state was around 4–6 days.



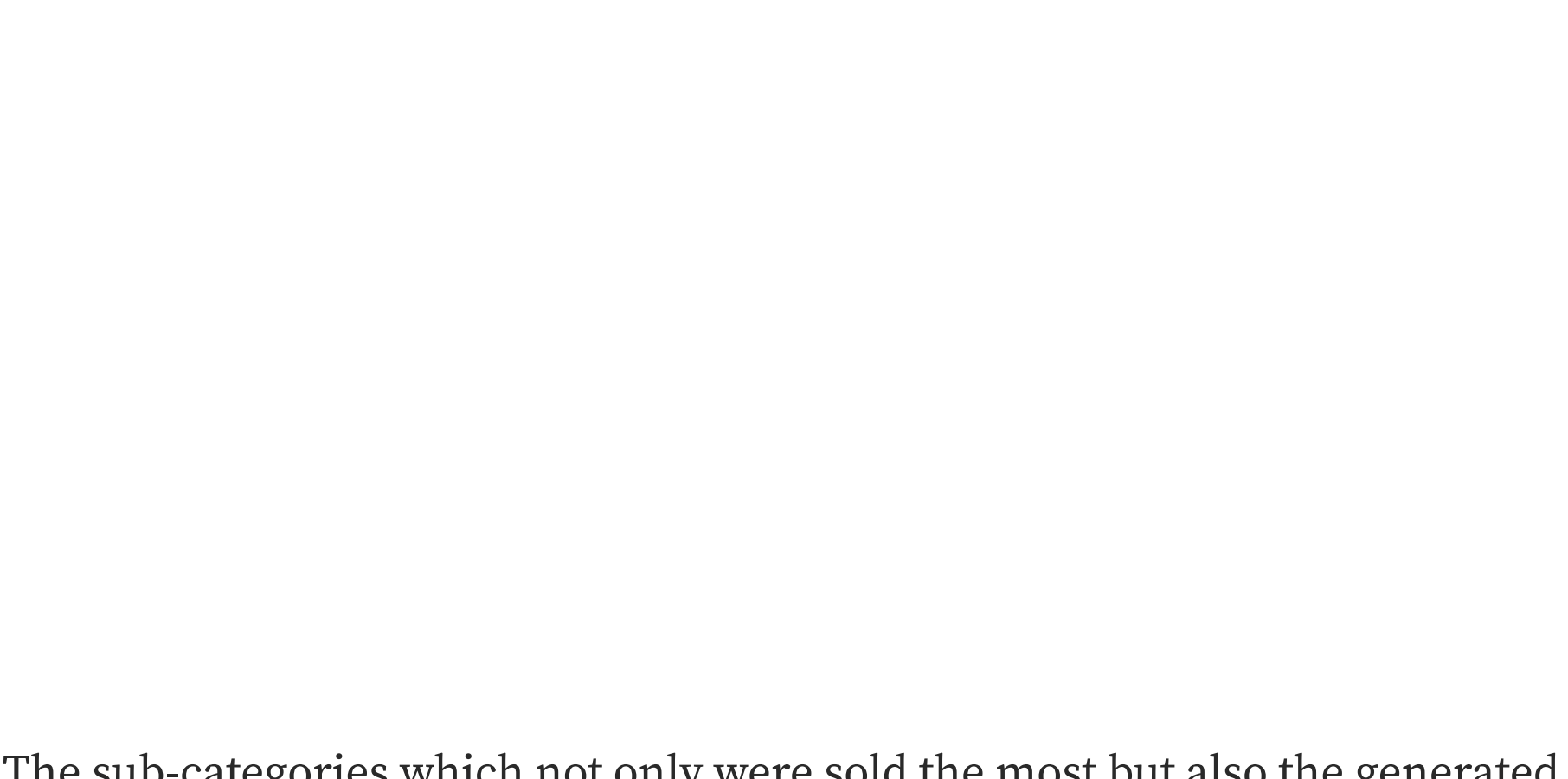
The majority of products were shipped by standard mode which takes around 6 days for delivery of products and comparatively less were shipped by other modes, especially same day delivery was ordered by least customers. It can be concluded that generally people aren't in rush to get their products as soon as possible unless they are in urgent need of that product. People are okay with standard delivery as long as it cost's less or is free.



We have generated huge revenue from states who seem to have comparatively high population, namely New York, California and Texas. Some of the states from which we generated the least revenue are Kansas, columbia etc. It can be concluded that the states with top economies and high population are generating the most revenue for us. So, its best to prioritize our business in this states.



The above chart clearly shows that it's not necessarily true that if the quantities bought by a customer is more then the revenue generated from them will also be more. Revenue is also dependent on which product a person buys rather than just the quantity of any product. We can filter by the customer names to find out the quantities bought and revenue generated from them. This way we can find our top 5 customers.



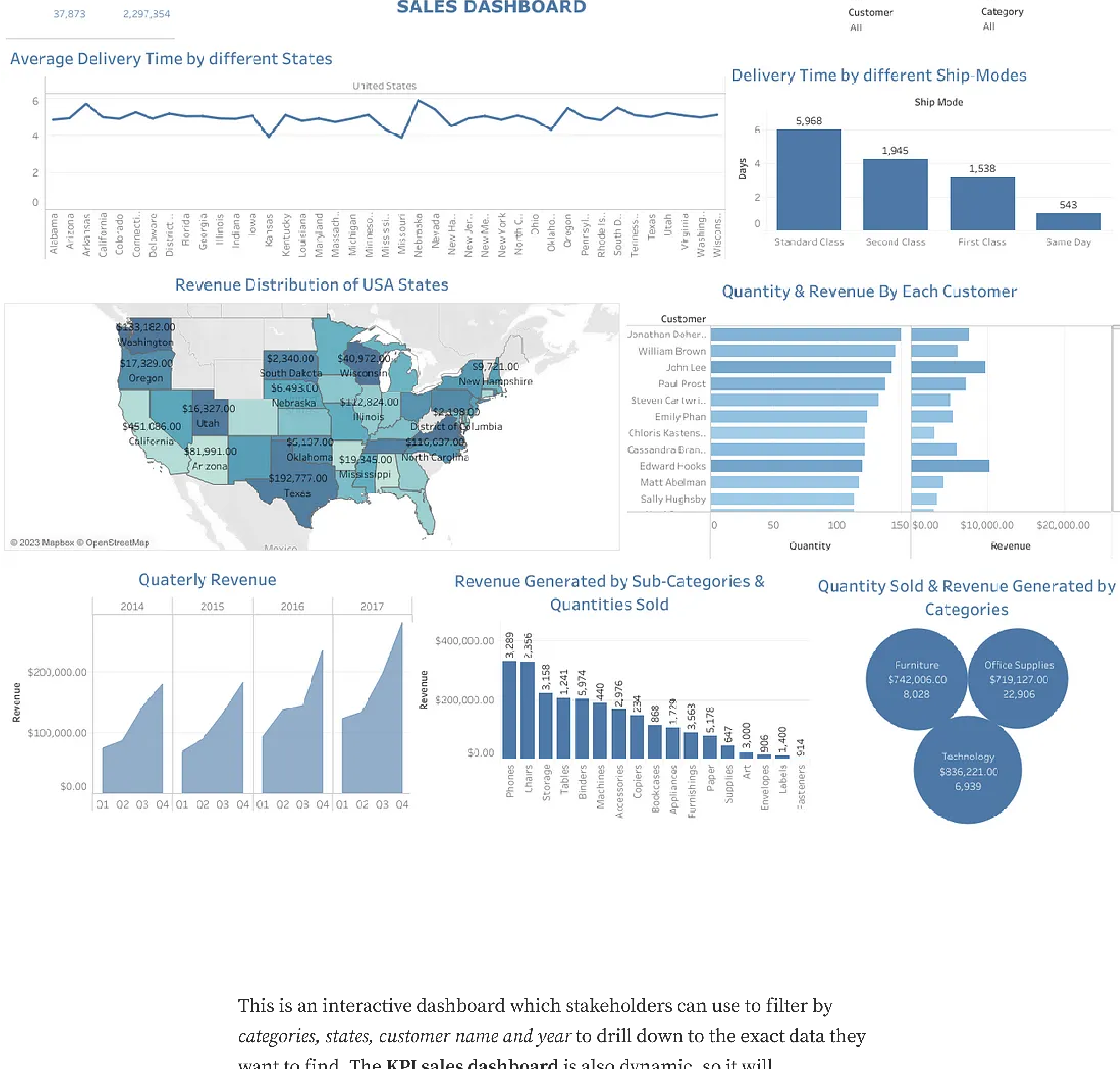
There's a trend which we can see every year and that is the revenue is slowly growing from 1st quarter to 2nd quarter and then from 2nd quarter to 4th quarter revenue growth was steep. Except in year 2016, the steep increase of revenue occurred from 3rd quarter. It can also be observed that, revenue generated in 2016 & 2017 was more than previous years. Looking at the quarterly revenue, we can infer that people buy our products a lot more in rainy & winter season, probably because there's 2 month holiday in summer season and thus, only few people buy office supplies in that time period.

The sub-categories which not only were sold the most but also the generated the most revenue are chairs from furniture category, phones from technology category and storage from office supplies category.. So, It's important to ensure that we have stock of this sub-category products. On the other hand, some sub-category products from office supplies category generated the least revenue as they are inexpensive and generally less in demand. To name a few such office supplies include fasteners, labels and envelops.

Technology products are almost always expensive. Thus, from the above graph we can see technology products generated the most revenue, even though they were sold the least. We can see from the graph how furniture's and office supplies perform as well.

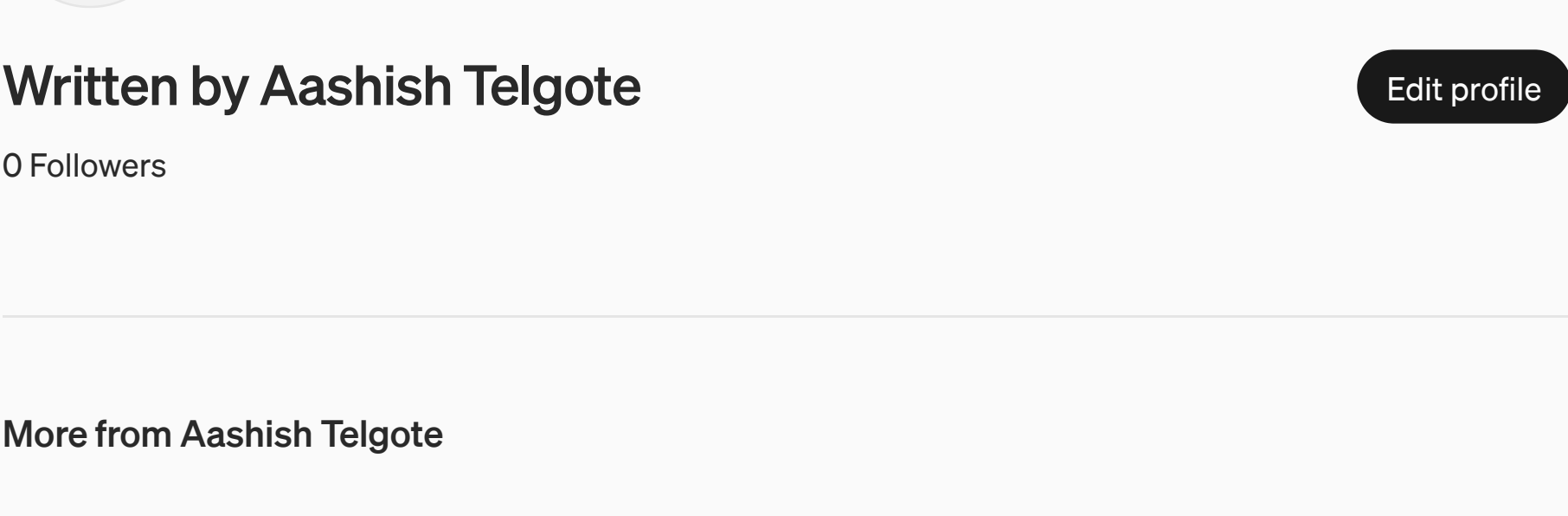
FINAL PROJECT DELIVERABLE

SALES DASHBOARD



This is an interactive dashboard where stakeholders can use to filter by categories, states, customer name and year to drill down to the exact data they want to find. The KPI sales dashboard is also dynamic, so it will automatically update itself if the data source is updated.

Stakeholders can easily interact with this dashboard to understand how business is performing and gain insights from it.



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