

# Merchant Analysis to Increase Order

By Afida Sabrina

Data Source → 



Growth team want to optimize  
the experience and expansion of  
consumers

Increase numbers of  
purchase

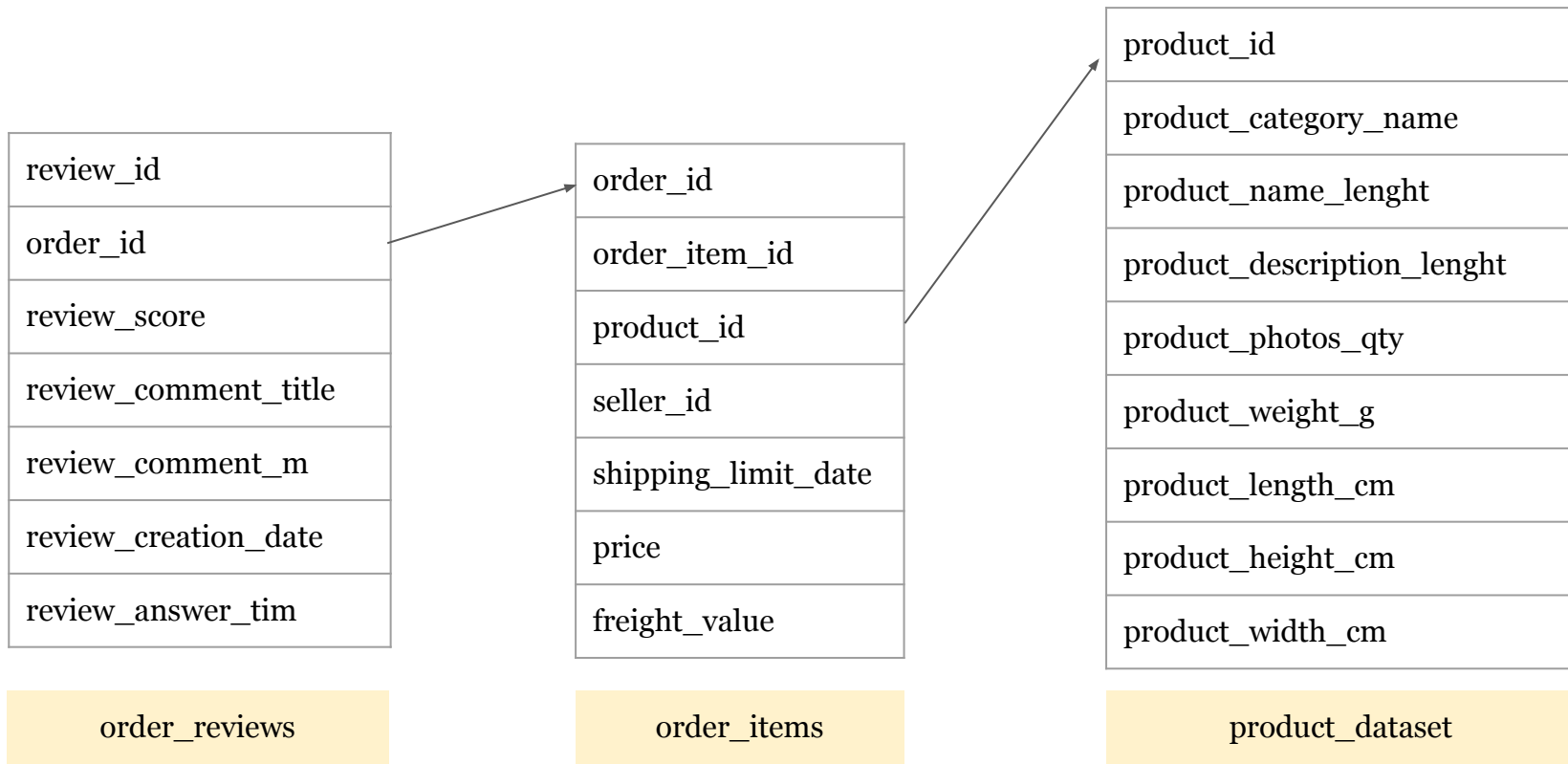
Merchants campaign

Provide insightful dashboard to Merchants Team → to get deeper insight on merchant's performance

1. Merchants growth → average yearly order
2. The amount of money spent on a purchase → average shopping cart size
3. The percentage of orders that have received negative feedback → Order Defect Rate (ODR)
4. Top outlets based on product order quantity






## Entity Relationship Diagram (ERD)





*This dashboard shows the top 5 sellers based on number of orders.*

- Average Daily  Order The quantity of the purchased product and the amount of money earned does not have a positive correlation. It makes the campaign should focus on either making people buy more products or spend more money.
- Average shopping cart size  There are quite a lot of differences in purchase between the first two sellers and the third. It turns out that the first and the second store sell similar types of goods. Further research needs to determine the number of consumers on each product to make an effective campaign increase the order size to expand the margin.
- Order Defect Rate (ODR)  Based on the ODR value, most of the top 5 sellers have good ratings from consumers.



Here's the recommendation product based on several benchmark:

Consumers	Quantity	Sum_of_price
moveis_decoracao	ferramentas_jardim	beleza_saude
cama_mesa_banho	moveis_decoracao	pcs
ferramentas_jardim	cama_mesa_banho	informatica_acessorios
informatica_acessorios	informatica_acessorios	cama_mesa_banho
relogios_presentes	relogios_presentes	bebes

Top Seller
beleza_saude
cama_mesa_banho
cool_stuff
moveis_decoracao



Summary of the product campaign recommendations:

I	Cama_mesa_banho (bed bath table)
II	Moveis_decoracao (furniture_decor), informatica_acessorios (computers_accessories)
III	Beleza_saude (health_beauty), ferramentas_jardim (garden_tools), relorios_presentes (watches_gifts)