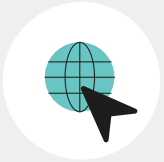

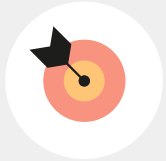

E-commerce sales analysis

Domain: E-commerce and Online Retail
Function: Sales Performance and Optimization

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Problem Statement

While the e-commerce platform shows strong revenue growth and a positive average customer rating, there are disparities in performance across product categories, regions, and order statuses. The high average order value of cancelled orders suggests potential issues with order fulfillment or customer expectations. Additionally, the imbalance between the number of sellers and customers indicates a need for marketplace expansion and diversification.

Objective

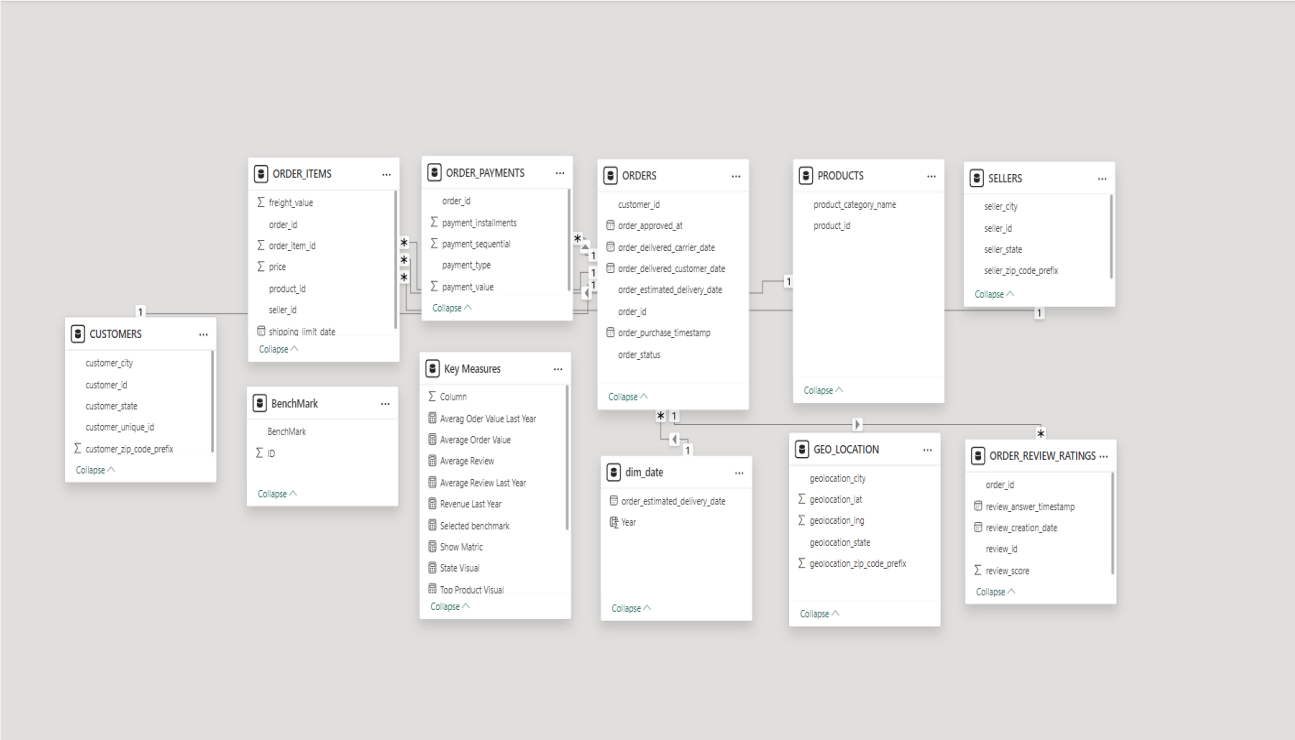
The primary objective is to capitalize on the platform's revenue growth while addressing key areas for improvement. This includes optimizing product category performance, enhancing order fulfillment processes, expanding the seller base, and leveraging regional insights to drive growth. The goal is to increase overall revenue, reduce cancellations, improve seller-to-customer ratio, and maintain high customer satisfaction across all regions and product categories.

Tools Used

Analytical and Visual:
Microsoft Power BI

Presentation:
Microsoft Power point

Dataset Overview



Data Model – Snowflake schema

Data source: Internet

Primary Insight

$13.59M
Total Revenue

$2.25M
Fright Cost

4.07
Avg Rating

3095
Total Seller

$136.48
Avg order value

58798
Total Customer

Secondary Insight

Key findings

The primary insights reveal a total revenue of $13.59M.Fright cost of $2.25M. An average rating of 4.07% with $136.48 per order. Total 3095 seller against 58798 customer.

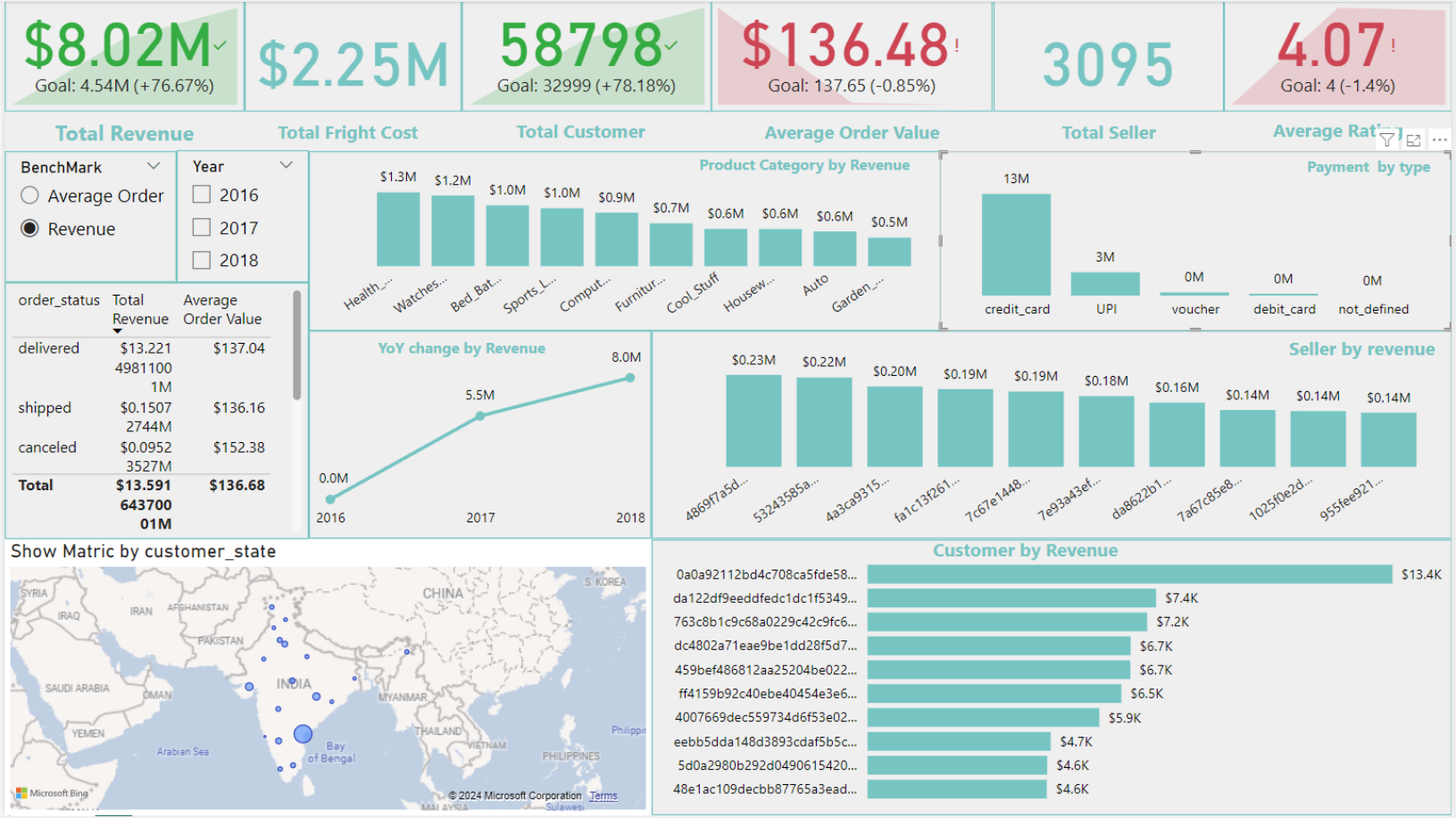
Secondary insights highlight several areas of concern and opportunities for improvement:

1. Health beauty and watches generate highest revenue.
2. Most payment is done by credit card.
3. Revenue is increasing yearly.
4. Delivered products generate highest revenue but cancelled orders have highest average order value.
5. Rajasthan has highest average order Andhra Pradesh generates highest revenue.

Recommendations

•Product Category Optimization: Focus on promoting and expanding the Health & Beauty and Watches categories, which generate the highest revenue. Analyze these categories' success factors and apply insights to boost performance in other categories.
•Payment Method Diversification: While credit card payments are dominant, explore and promote alternative payment methods to cater to a wider customer base and potentially reduce transaction costs.
•Order Fulfillment Improvement: Investigate the reasons behind the high average order value of cancelled orders. Implement strategies to reduce cancellations, such as improved inventory management, more accurate product descriptions, or enhanced customer communication.
•Leverage Rajasthan's high average order value by identifying and replicating successful practices in other regions.
•Analyze Andhra Pradesh's revenue-generating strategies and adapt them for other states to boost overall performance.
•Try to decrease fright cost and increase rating.
•Seasonal and Yearly Planning: Capitalize on the yearly revenue increase trend by implementing forward-looking strategies, such as seasonal promotions or annual growth targets for each product category.
•Develop strategies to increase the overall AOV Delivery Performance

Dashboard


$8.02M
Goal: 4.54M (+76.67%)
$2.25M
58798
Goal: 32999 (+78.18%)
$136.48
Goal: 137.65 (-0.85%)
3095
4.07
Goal: 4 (-1.4%)
Total Revenue
Total Fright Cost
Total Customer
Average Order Value
Total Seller
Average Rating
BenchMark
Average Order
Revenue
Year
2016
2017
2018
Product Category by Revenue
$1.3M
$1.2M
$1.0M
$1.0M
$0.9M
$0.7M
$0.6M
$0.6M
$0.6M
$0.5M
Health_...
Watches...
Bed_Bat...
Sports_L...
Comput...
Furnitur...
Cool_Stuff
Housew...
Auto
Garden_...
Payment by type
13M
3M
0M
0M
0M
credit_card
UPI
voucher
debit_card
not_defined
order_status
Total Revenue
Average Order Value
delivered
$13.221 4981100 1M
$137.04
shipped
$0.1507 2744M
$136.16
canceled
$0.0952 3527M
$152.38
Total
$13.591 643700 01M
$136.68
YoY change by Revenue
8.0M
5.5M
0.0M
2016
2017
2018
Seller by revenue
$0.23M
$0.22M
$0.20M
$0.19M
$0.19M
$0.18M
$0.16M
$0.14M
$0.14M
$0.14M
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OMAN
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THAILAND
VIETNAM
PHILIPPINES
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© 2024 Microsoft Corporation
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Thank you!!!

-Amanat Mahmud

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