**E-Commerce Sales Dataset**

Analyzing and Maximizing Online Business Performance

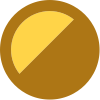


**E-Commerce Sales Dataset**

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**About Dataset**

**E-Commerce Sales Dataset**

**Analyzing and Maximizing Online Business Performance**

By ANil [[source]](https://data.world/anilsharma87)

**About this dataset**

This dataset provides an in-depth look at the profitability of e-commerce sales. It contains data on a variety of sales channels, including Shiprocket and INCREFF, as well as financial information on related expenses and profits. The columns contain data such as SKU codes, design numbers, stock levels, product categories, sizes and colors. In addition to this we have included the MRPs across multiple stores like Ajio MRP , Amazon MRP , Amazon FBA MRP , Flipkart MRP , Limeroad MRP Myntra MRP and PaytmMRP along with other key parameters like amount paid by customer for the purchase , rate per piece for every individual transaction Also we have added transactional parameters like Date of sale months category fulfilledby B2b Status Qty Currency Gross amt . This is a must-have dataset for anyone trying to uncover the profitability of e-commerce sales in today's marketplace

**More Datasets**

For more datasets, click [here](https://www.kaggle.com/thedevastator/datasets).

**Featured Notebooks**

* 🚨 **Your notebook can be here!** 🚨!

**How to use the dataset**

This dataset provides a comprehensive overview of e-commerce sales data from different channels covering a variety of products. Using this dataset, retailers and digital marketers can measure the performance of their campaigns more accurately and efficiently.

**The following steps help users make the most out of this dataset:**

* Analyze the general sales trends by examining info such as month, category, currency, stock level, and customer for each sale. This will give you an idea about how your e-commerce business is performing in each channel.
* Review the Shiprocket and INCREF data to compare and analyze profitability via different fulfilment methods. This comparison would enable you to make better decisions towards maximizing profit while minimizing costs associated with each method’s referral fees and fulfillment rates.
* Compare prices between various channels such as Amazon FBA MRP, Myntra MRP, Ajio MRP etc using  the corresponding columns for each store (Amazon MRP etc). You can judge which stores are offering more profitable margins without compromising on quality by analyzing these pricing points in combination with other information related to product sales (TP1/TP2 - cost per piece).
* Look at customer specific data such as TP 1/TP 2 combination wise Gross Amount or Rate info in terms price per piece or total gross amount generated by any SKU dispersed over multiple customers with relevant dates associated to track individual item performance relative to others within its category over time periods shortlisted/filtered appropriately.. Have an eye on items commonly utilized against offers or promotional discounts offered hence crafting strategies towards inventory optimization leading up-selling operations.?
* Finally Use Overall ‘Stock’ details along all the P & L Data including Yearly Expenses\_IIGF information record for takeaways which might be aimed towards essential cost cutting measures like switching amongst delivery options carefully chosen out of Shiprocket & INCREFF leadings away from manual inspections catering savings under support personnel outsourcing structures.?

By employing a comprehensive understanding on how our internal subsidiaries perform globally unless attached respective audits may provide us remarkably lower operational costs servicing confidence; costing far lesser than being incurred taking into account entire pallet shipments tracking sheets representing current level supply chains efficiencies achieved internally., then one may finally scale profits exponentially increases cut down unseen losses followed up introducing newer marketing campaigns necessarily tailored according playing around multiple goods based spectrums due powerful backing suitable transportation boundaries set carefully

**Research Ideas**

* Analysing the difference in profitability between sales made through Shiprocket and INCREFF. This data can be used to see where the biggest profit margins lie, and strategize accordingly.
* Examining the Complete Cost structure of a product with all its components and their contribution towards revenue or profitability, i.e., TP 1 & 2, MRP Old & Final MRP Old together with Platform based MRP - Amazon, Myntra and Paytm etc., Currency based Profit Margin etc.
* Building a predictive model using Machine Learning by leveraging historical data to predict future sales volume and profits for e-commerce products across multiple categories/devices/platforms such as Amazon, Flipkart, Myntra etc as well providing more insights on customers’ preferences over time to understand demand variations by taking into account features such as Size/Color/Platform specific pricing etc

**Acknowledgements**

If you use this dataset in your research, please credit the original authors.  
[Data Source](https://data.world/anilsharma87)

**License**

See the dataset description for more information.

**Columns**

**File: Cloud Warehouse Compersion Chart.csv**

| **Column name** | **Description** |
| --- | --- |
| **Shiprocket** | This column contains data related to the profitability of e-commerce sales through Shiprocket. (Numeric) |
| **INCREFF** | This column contains data related to the profitability of e-commerce sales through INCREFF. (Numeric) |

**File: Sale Report.csv**

| **Column name** | **Description** |
| --- | --- |
| **SKU Code** | Unique identifier for each product. (String) |
| **Design No.** | Unique identifier for each design. (String) |
| **Stock** | Number of items in stock. (Integer) |
| **Category** | Type of product. (String) |
| **Size** | Size of the product. (String) |
| **Color** | Color of the product. (String) |

**File: P & L March 2021.csv**

| **Column name** | **Description** |
| --- | --- |
| **Category** | Type of product. (String) |
| **Sku** | Unique identifier for each product. (String) |
| **Catalog** | Category of product. (String) |
| **Weight** | Weight of the product. (Integer) |
| **TP 1** | Price of the product on the first third-party platform. (Integer) |
| **TP 2** | Price of the product on the second third-party platform. (Integer) |
| **MRP Old** | Original price of the product. (Integer) |
| **Final MRP Old** | Final price of the product after discounts. (Integer) |
| **Ajio MRP** | Price of the product on Ajio. (Integer) |
| **Amazon MRP** | Price of the product on Amazon. (Integer) |
| **Amazon FBA MRP** | Price of the product on Amazon FBA. (Integer) |
| **Flipkart MRP** | Price of the product on Flipkart. (Integer) |
| **Limeroad MRP** | Price of the product on Limeroad. (Integer) |
| **Myntra MRP** | Price of the product on Myntra. (Integer) |
| **Paytm MRP** | Price of the product on Paytm. (Integer) |
| **Snapdeal MRP** | Price of the product on Snapdeal. (Integer) |

**File: May-2022.csv**

| **Column name** | **Description** |
| --- | --- |
| **Sku** | Unique identifier for each product. (String) |
| **Catalog** | Category of product. (String) |
| **Category** | Type of product. (String) |
| **Weight** | Weight of the product. (Integer) |
| **MRP Old** | Original price of the product. (Integer) |
| **Final MRP Old** | Final price of the product after discounts. (Integer) |
| **Ajio MRP** | Price of the product on Ajio. (Integer) |
| **Amazon MRP** | Price of the product on Amazon. (Integer) |
| **Amazon FBA MRP** | Price of the product on Amazon FBA. (Integer) |
| **Flipkart MRP** | Price of the product on Flipkart. (Integer) |
| **Limeroad MRP** | Price of the product on Limeroad. (Integer) |
| **Myntra MRP** | Price of the product on Myntra. (Integer) |
| **Paytm MRP** | Price of the product on Paytm. (Integer) |
| **Snapdeal MRP** | Price of the product on Snapdeal. (Integer) |
| **TP 1 & TP 2 MRP Old** | Original price of the product. (Integer) |

**File: Amazon Sale Report.csv**

| **Column name** | **Description** |
| --- | --- |
| **Category** | Type of product. (String) |
| **Size** | Size of the product. (String) |
| **Date** | Date of the sale. (Date) |
| **Status** | Status of the sale. (String) |
| **Fulfilment** | Method of fulfilment. (String) |
| **Style** | Style of the product. (String) |
| **SKU** | Stock Keeping Unit. (String) |
| **ASIN** | Amazon Standard Identification Number. (String) |
| **Courier Status** | Status of the courier. (String) |
| **Qty** | Quantity of the product. (Integer) |
| **Amount** | Amount of the sale. (Float) |
| **B2B** | Business to business sale. (Boolean) |
| **Currency** | The currency used for the sale. (String) |

**File: International sale Report.csv**

| **Column name** | **Description** |
| --- | --- |
| **Style** | Style of the product. (String) |
| **SKU** | Stock Keeping Unit. (String) |
| **Size** | Size of the product. (String) |
| **DATE** | Date of the sale. (Date) |
| **Months** | Month of the sale. (String) |
| **CUSTOMER** | Name of the customer. (String) |
| **PCS** | Number of pieces sold. (Integer) |
| **RATE** | Price per piece. (Float) |
| **GROSS AMT** | Total amount of the sale. (Float) |

**File: Expense IIGF.csv**

| **Column name** | **Description** |
| --- | --- |
| **Recived Amount** | The total amount of money received from sales. (Numeric) |

**Acknowledgements**

If you use this dataset in your research, please credit the original authors.  
If you use this dataset in your research, please credit [ANil](https://data.world/anilsharma87" \t "_blank).

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**Usability**

info

10.00

**License**

Other (specified in description)

**Expected update frequency**

Never

**Tags**

[Business](https://www.kaggle.com/datasets?tags=11102-Business)[Data Visualization](https://www.kaggle.com/datasets?tags=13208-Data+Visualization)[Data Cleaning](https://www.kaggle.com/datasets?tags=13202-Data+Cleaning)[E-Commerce Services](https://www.kaggle.com/datasets?tags=16340-ECommerce+Services)

**Amazon Sale Report.csv**(68.92 MB)

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DetailCompactColumn

10 of 24 columns

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**About this file**

add\_comment**Add Suggestion**

This dataset provides detailed insights into Amazon sales data, including SKU Code, Design Number, Stock, Category, Size and Color, to help optimize product profitability

* Category: Type of product. (String)
* Size: Size of the product. (String)
* Date: Date of the sale. (Date)
* Status: Status of the sale. (String)
* Fulfilment: Method of fulfilment. (String)
* Style: Style of the product. (String)
* SKU: Stock Keeping Unit. (String)
* ASIN: Amazon Standard Identification Number. (String)
* Courier Status: Status of the courier. (String)
* Qty: Quantity of the product. (Integer)
* Amount: Amount of the sale. (Float)
* B2B: Business to business sale. (Boolean)
* Currency: The currency used for the sale. (String)