

Performance Highlights

- **Myntra's Revenue Surge:** Demonstrating significant growth, Myntra's revenue soared by 79.38%, indicating a robust start to the year. Myntra's exceptional peak occurred on February 4, 2023, hitting a daily revenue high of \$9,093, which could be indicative of a successful campaign or promotion.
- **Amazon's Revenue Dip:** In contrast, Amazon experienced a sharp revenue decline of 90.72%. Such a decrease warrants further investigation to understand the underlying factors, which may include changes in consumer preference, competitive dynamics, or operational challenges.
- **Flipkart's Upward Trend:** Flipkart witnessed a noteworthy upswing, with revenue climbing by 131.28% over five days starting February 4, 2023. This positive trend underlines Flipkart's strong performance during the period and may reflect strategic initiatives that effectively attract customer spending.

Revenue Insights

Per-transaction revenue averages Rs 1.19K, highlighting transactional profitability.
Total Revenue stands at Rs 332K, showcasing significant earnings across platforms.

Platform Breakdown

Revenue Share: Amazon dominates with 43.05%, followed by Flipkart at 32.76%, and Myntra at 24.19%. Time-series trends show shifting consumer spending across platforms.

Transaction Overview

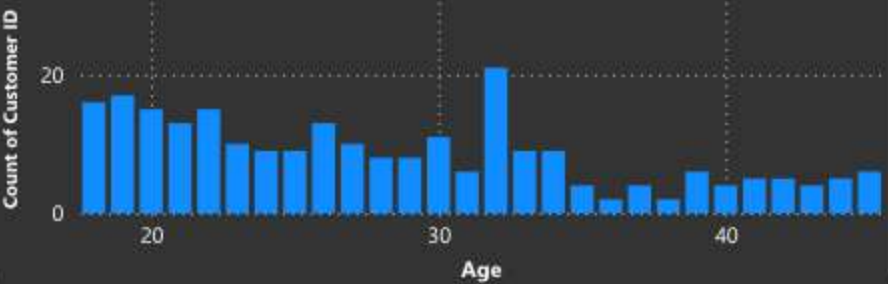
Flipkart led with 131 transactions, 46.95% of the total, outshining Amazon and Myntra and signaling its strong consumer draw and market presence.

Customer Insights

Flipkart and Amazon have 83 and 51 potential customers, respectively, reflecting their market footprint and brand engagement.

CUSTOMER ANALYTICS

Customer ID Distribution by Age



Revenue by eCommerce Platform



Month

All

Day of Week

All

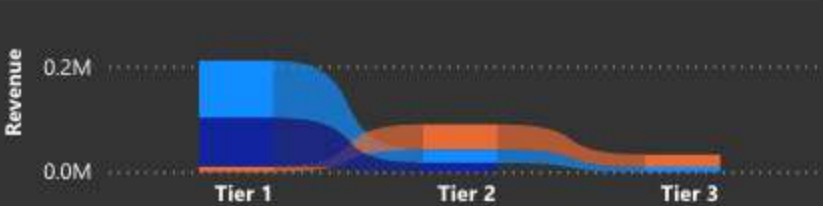
Week Number

All

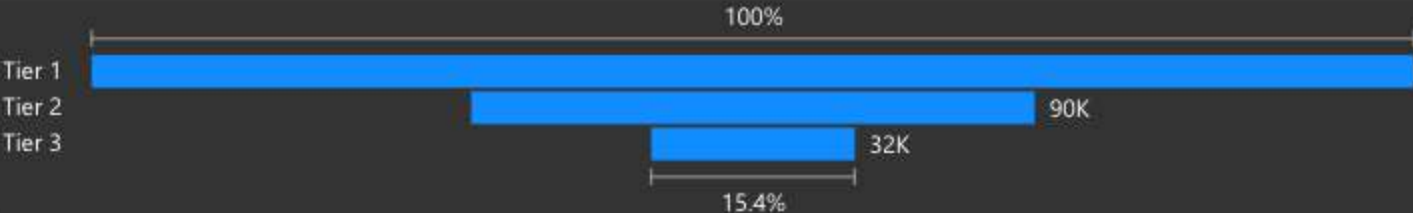
eCommerce Platform

All

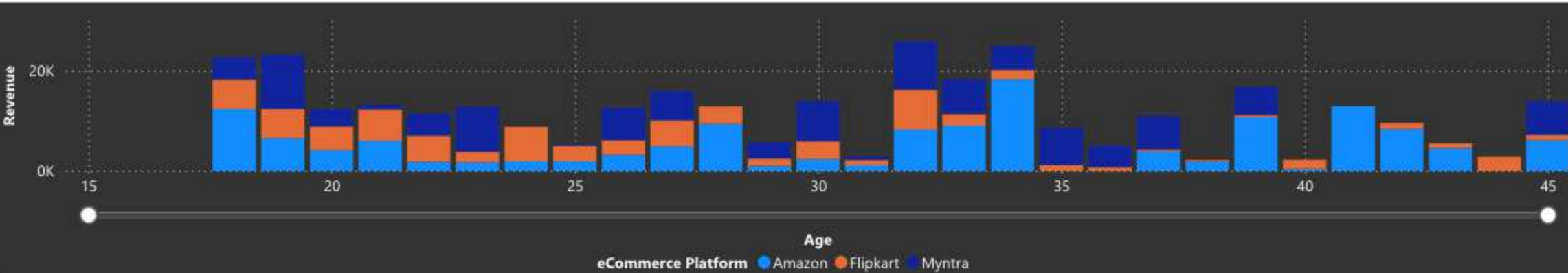
Revenue by City Classification and eCommerce Platform



Revenue by City Classification



Revenue by Age and eCommerce Platform



Revenue by Platform

Amazon generated the highest total revenue at \$143,043, with Myntra and Flipkart following at \$108,873 and \$80,386 respectively.

Tier 1 Performance

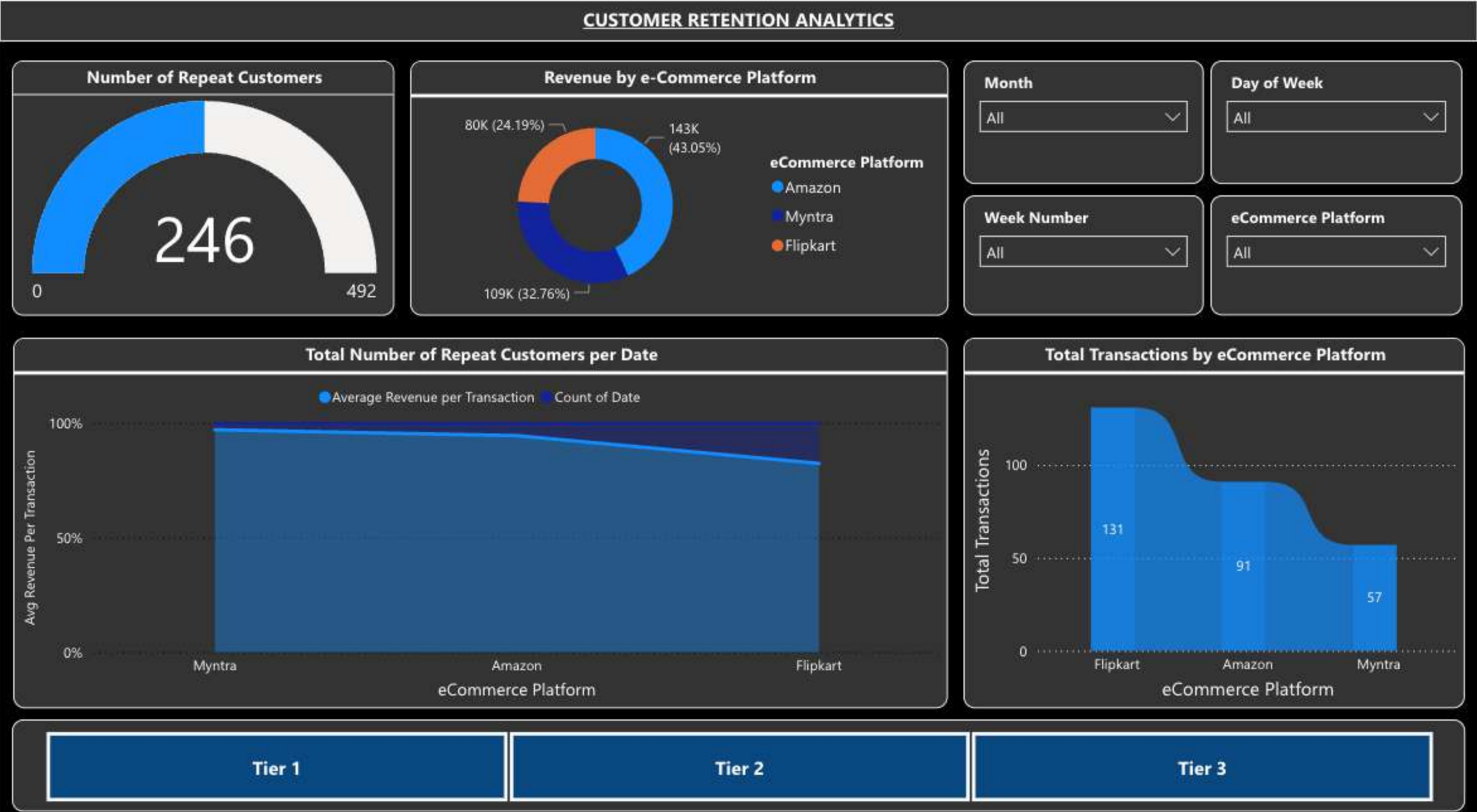
Within Amazon's revenue, Tier 1 cities contributed 32.60%, highlighting the significance of this demographic.

Revenue & Age Insights:

Myntra led in average revenue per customer at \$54,436.50, with the 32-year age group forming the largest segment at 8.54%.

Demographic Focus:

Significant revenue contribution from Tier 1 cities and a customer base primarily comprised of young to middle-aged adults, pinpointing a vital target demographic for e-commerce platforms.



CUSTOMER SEGMENTATION

0.95

Monthly Churn Rate

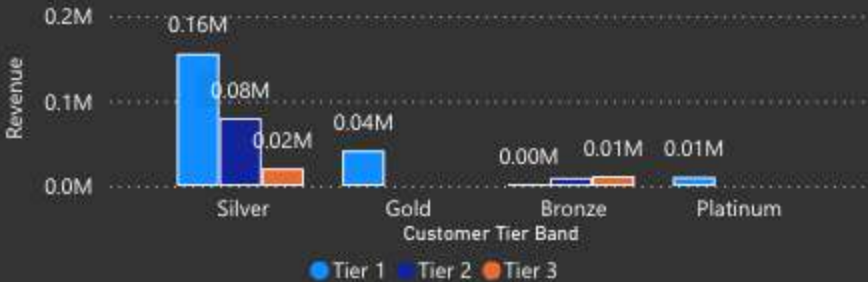
0.05

Monthly Retention Rate

Total Revenue and Customer Tier by Customer Tier Band



Revenue by Customer Tier Band and City Classification



Month

All

Day of Week

All

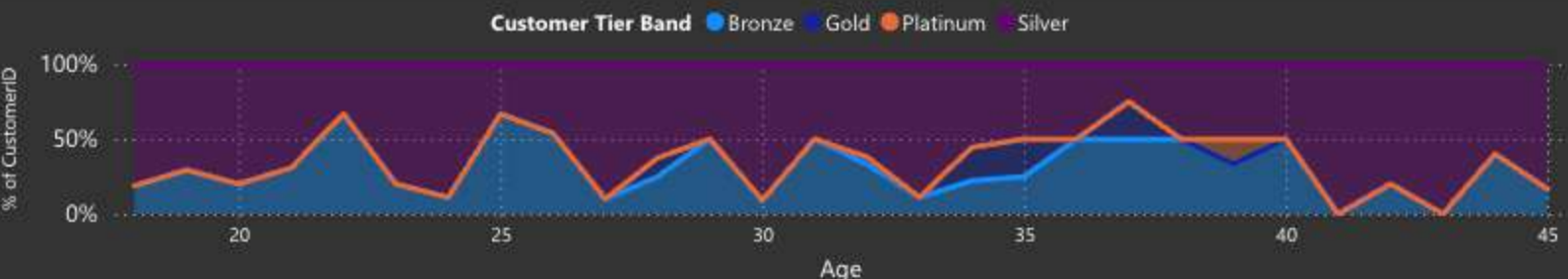
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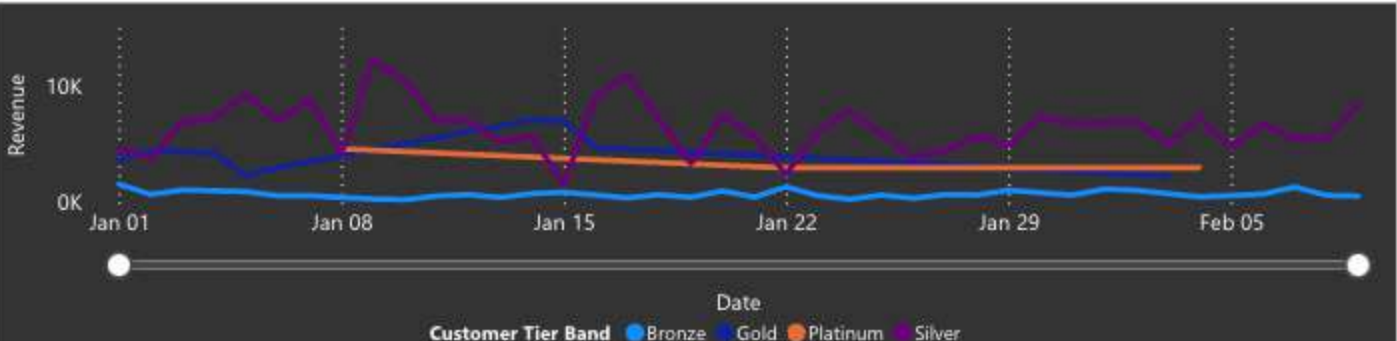
eCommerce Platform

All

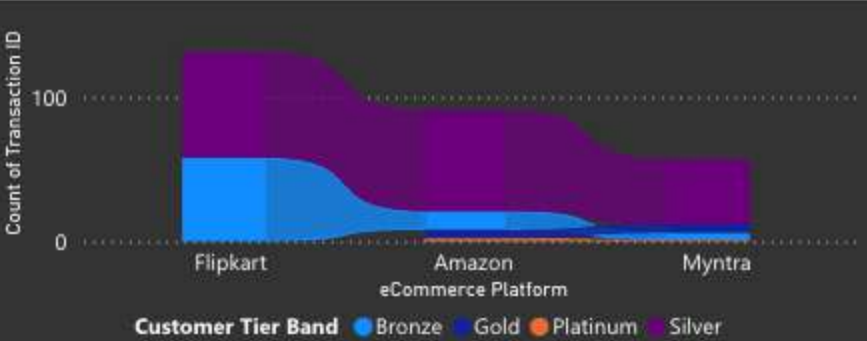
Customer ID by Age and Customer Tier Band



Revenue by Date and Customer Tier Band



Transaction ID by eCommerce Platform and Customer Tier Band



Revenue Distribution - Band Tier & Location

The Silver tier customers generating significant revenue, especially in Tier 1 cities, signaling an urban demographic's spending power.

Churn & Retention Rates

A low monthly churn rate of 0.95 and a high retention rate of 0.05 underscore strong customer loyalty across the platforms.

Customer Tier Revenue:

Dominant revenue contribution from the Gold tier at \$257K, followed by Silver and Bronze tiers. Platinum, while the smallest group, still adds a notable \$10K to the revenue.

Age Demographics

The 'Customer ID by Age and Customer Tier Band' chart reveals that the customer base is spread across ages 18 to 45, with a relatively even distribution across the customer tiers, suggesting diverse engagement across age groups.

Transaction Trends

The transaction volumes vary across the platforms, segmented by customer tier bands, indicating different platforms' market strengths and customer preferences.

Revenue Trends Over Ti...

Revenue fluctuates over time, providing insights into sales trends and the potential impact of marketing efforts or seasonal changes.

Executive Summary of E-Commerce Performance Insights - I

Category Performance Analysis

Top Performing Category:

The "Total Revenue and Customer Tier by Customer Tier Band" graph identifies the **Silver tier** as our most valuable category, contributing \$257K in revenue, highlighting its significant financial impact.

Transaction Volume:

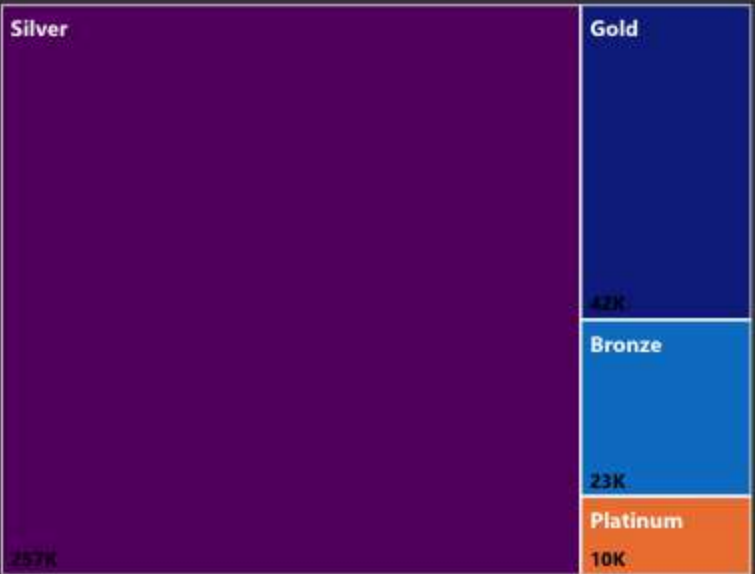
The "Total Transactions by eCommerce Platform" graph shows **Flipkart** as the leader in transaction volume, outpacing competitors with the highest transaction count. This dominance underscores Flipkart's strong market presence and widespread consumer preference.

Customer Segmentation Insights

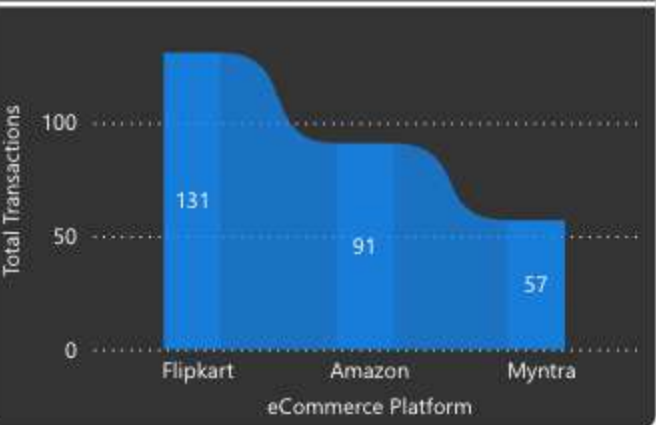
High-Value Segments:

The "Revenue by Date and Customer Tier Band" graph shows that the **Silver tier** is the top performer in revenue generation, with its consistent and significant contribution surpassing that of the Gold tier.

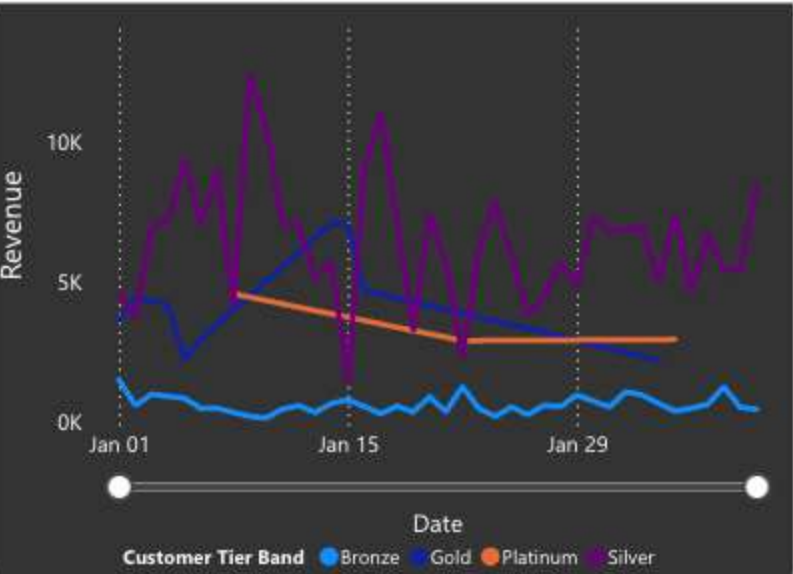
Total Revenue and Customer Tier by Customer Tier Band



Total Transactions by eCommerce Platform



Revenue by Date and Customer Tier Band



Customer Loyalty:

The **Silver tier** exhibits robust customer loyalty, evidenced by a low 0.95% churn rate indicating that very few customers leave. Additionally, a 0.05% retention rate reflects a stable base of regularly returning customers, suggesting consistent and reliable recurring business within this segment.

Top Category:

The analysis shows that the Silver tier, despite its large customer base, contributes significantly to revenue, marking it as a key category in both volume and value.

Growth Opportunities:

Although the **Platinum tier** is the smallest in terms of customer numbers, it still adds a noteworthy \$10K to the revenue as illustrated by the "Total Revenue and Customer Tier" graph, indicating potential for strategic growth and engagement.

Executive Summary of E-Commerce Performance Insights - II

E-Commerce Partner Insights:

Amazon's Revenue Dip:

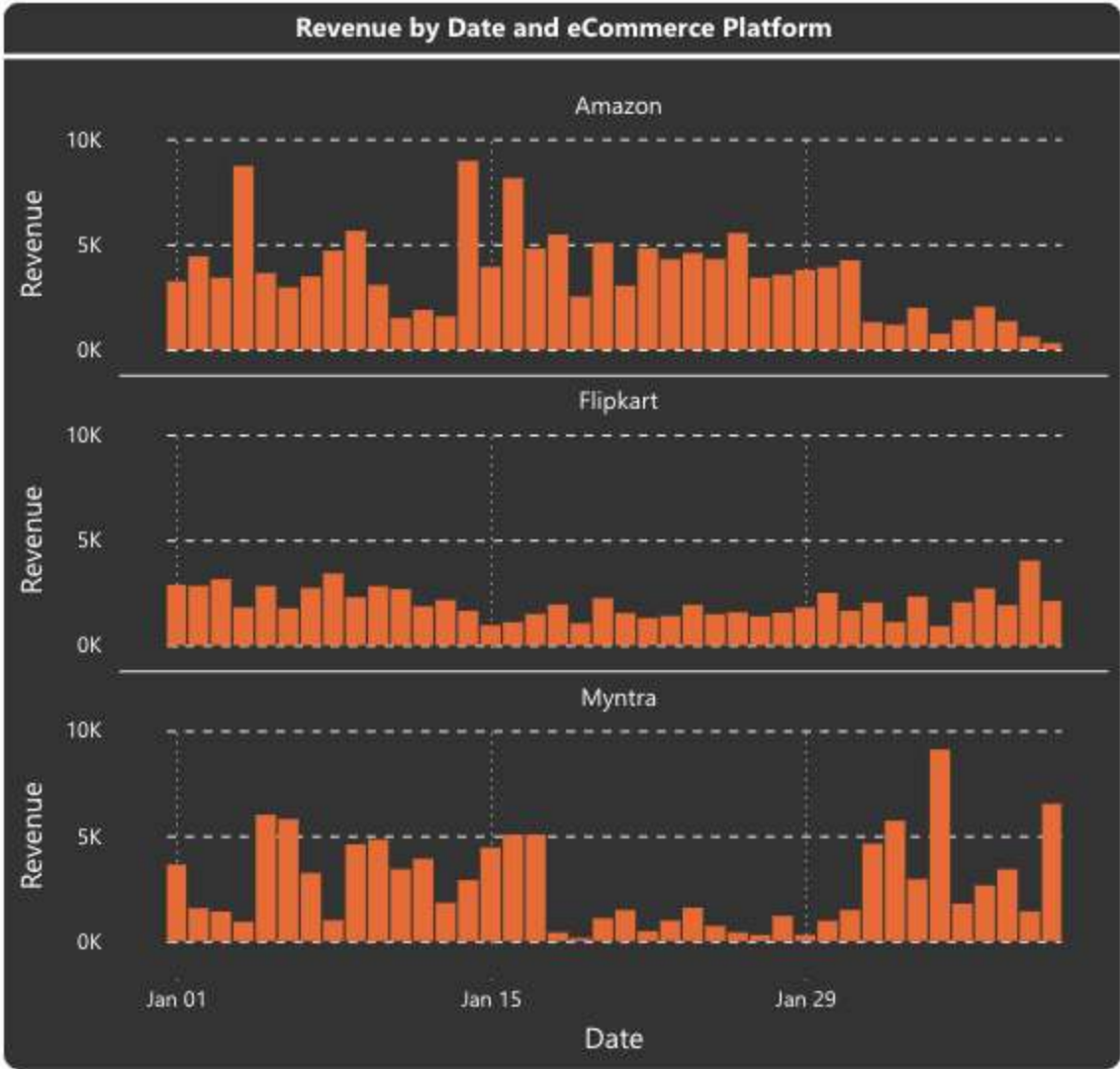
The revenue graph for Amazon, titled "Revenue by Date and eCommerce Platform," illustrates volatility with marked fluctuations in daily revenue. The pattern does not suggest a clear upward or downward trend but instead points to significant variability from day to day, indicating an inconsistency that necessitates further analysis to uncover the underlying reasons for these fluctuations.

Flipkart Consistent Growth:

According to the 'Revenue by Date and eCommerce Platform' graph, Flipkart's revenue data presents fluctuations that are common in retail operations, yet it displays an overall stable pattern. The graph lacks significant peaks or deep troughs, suggesting a reliable and consistent revenue flow across the observed timeframe, indicative of steady business performance.

Myntra's Performance:

Myntra's performance shows distinct revenue peaks on certain days, likely indicating successful sales strategies or marketing campaigns that drive increased purchases. These revenue spikes suggest Myntra effectively capitalizes on customer interest through timely promotions or offers.



Executive Summary of E-Commerce Performance Insights - III

Additional Insights

Age Demographics and Revenue:

The "Customer ID by Age and Customer Tier Band" graph shows customers aged 32-35 as key revenue contributors, with stable incomes that enable discretionary spending. Targeted marketing to this demographic can boost sales, as their preferences significantly influence revenue.

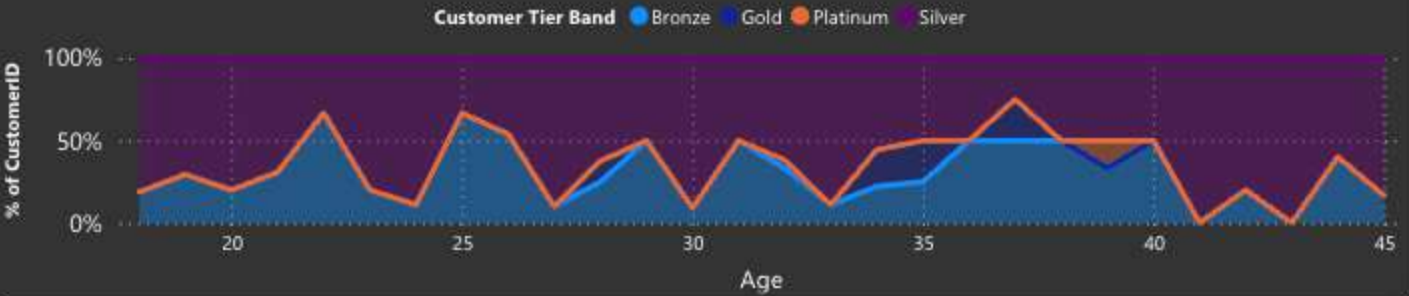
Urban Market Significance:

The "Revenue by City Classification and eCommerce Platform" analysis underscores the importance of Tier 1 cities in generating revenue, which can be attributed to the spending capacity and consumer behavior typical of urban demographics.

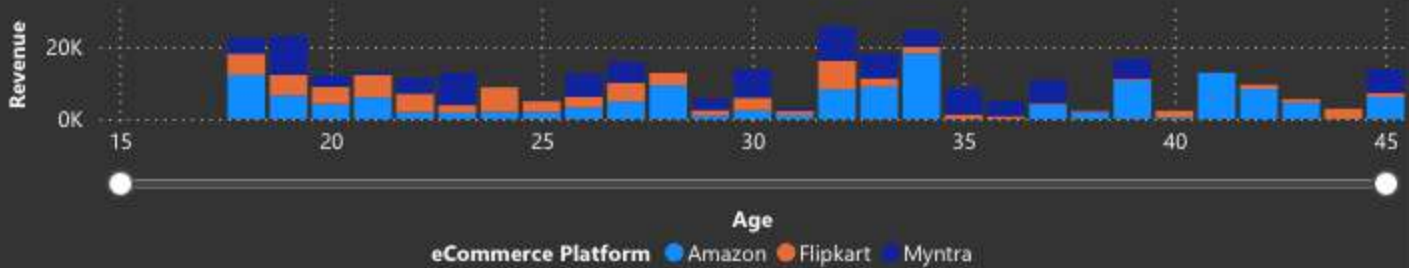
Transaction-Revenue Dynamics:

The graph titled "Total Transactions by eCommerce Platform and Customer Tier Band" supports the observation that Flipkart's large volume of transactions does not necessarily translate to higher revenue per transaction. This pattern suggests a strategic focus on achieving sales through quantity, which may involve competitively priced products or frequent, smaller-value purchases rather than fewer, higher-value sales.

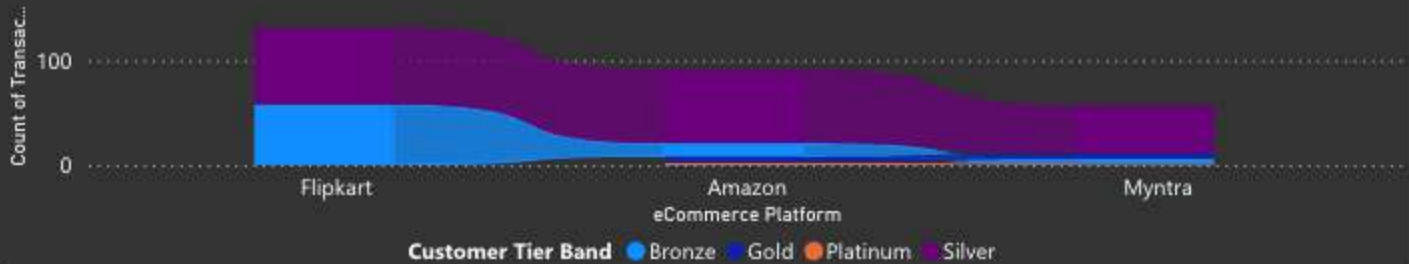
Customer ID by Age and Customer Tier Band



Revenue by Age and eCommerce Platform



Transaction ID by eCommerce Platform and Customer Tier Band



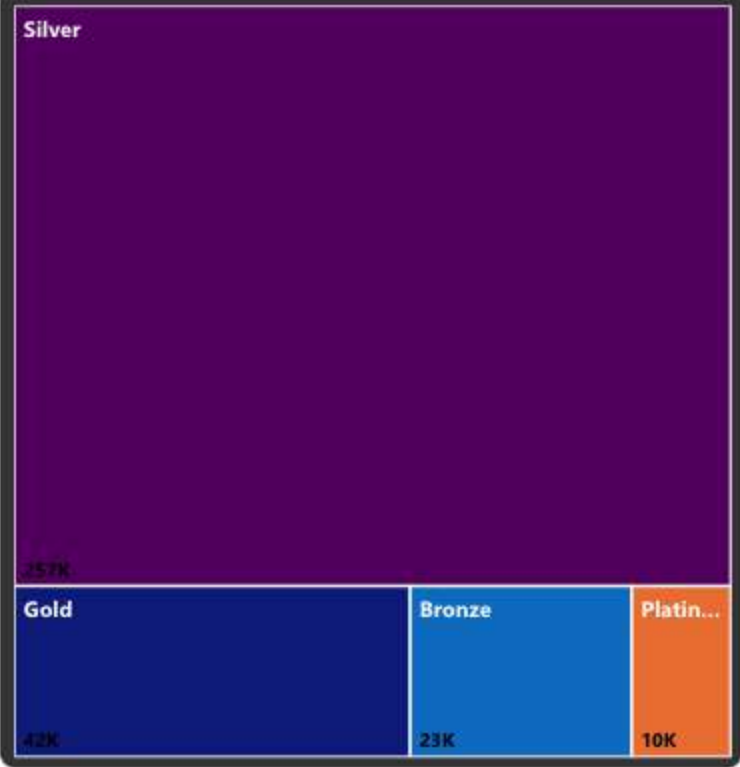
STRATEGIC RECOMMENDATIONS

1. Leveraging Customer Segments: It's recommended to nurture relationships with high-value customer segments further. The Gold and Platinum tiers, indicated by the "Total Revenue and Customer Tier by Customer Tier Band" analysis, show significant revenue potential and should be the focus for tailored customer relationship management strategies.

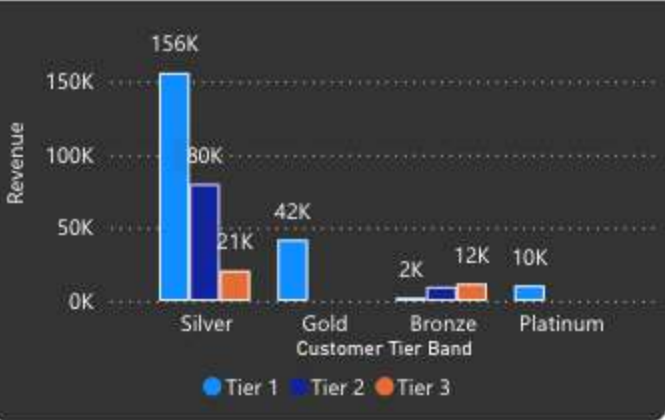
2. Prioritizing Urban Marketing: Given the revenue significance of Tier 1 cities highlighted in the "Revenue Distribution - Band Tier & City Classification" data, e-commerce strategies should prioritize marketing initiatives in these areas to tap into the urban market's purchasing power.

4. Partner Strategy with E-Commerce Platforms: The "Revenue by e-Commerce Platform" analysis suggests that partnerships with platforms like Myntra and Flipkart are beneficial due to their significant contributions to revenue. Strategic partnerships with these platforms could be leveraged for mutual growth.

Total Revenue and Customer Tier by Customer Tier Band

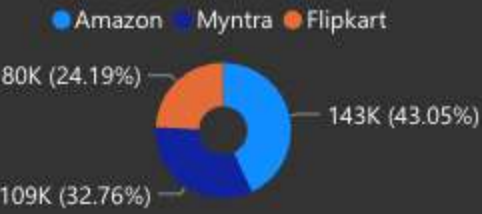


Revenue by Customer Tier Band and City Classification



3. Targeting the 32-35 Age Demographic: The "Customer ID by Age and Customer Tier Band" graph indicates that the 32-35 age group is a lucrative market segment. Marketing campaigns should be tailored to this demographic, capitalizing on their propensity for higher spending.

Revenue by e-Commerce Platform



5. Enhancing Customer Loyalty Programs: The data from the "Monthly Churn Rate" and "Monthly Retention Rate" suggest that there is already strong loyalty, particularly within the Silver tier. Enhancing loyalty programs could further reduce churn and solidify retention.

Revenue by Age and eCommerce Platform

