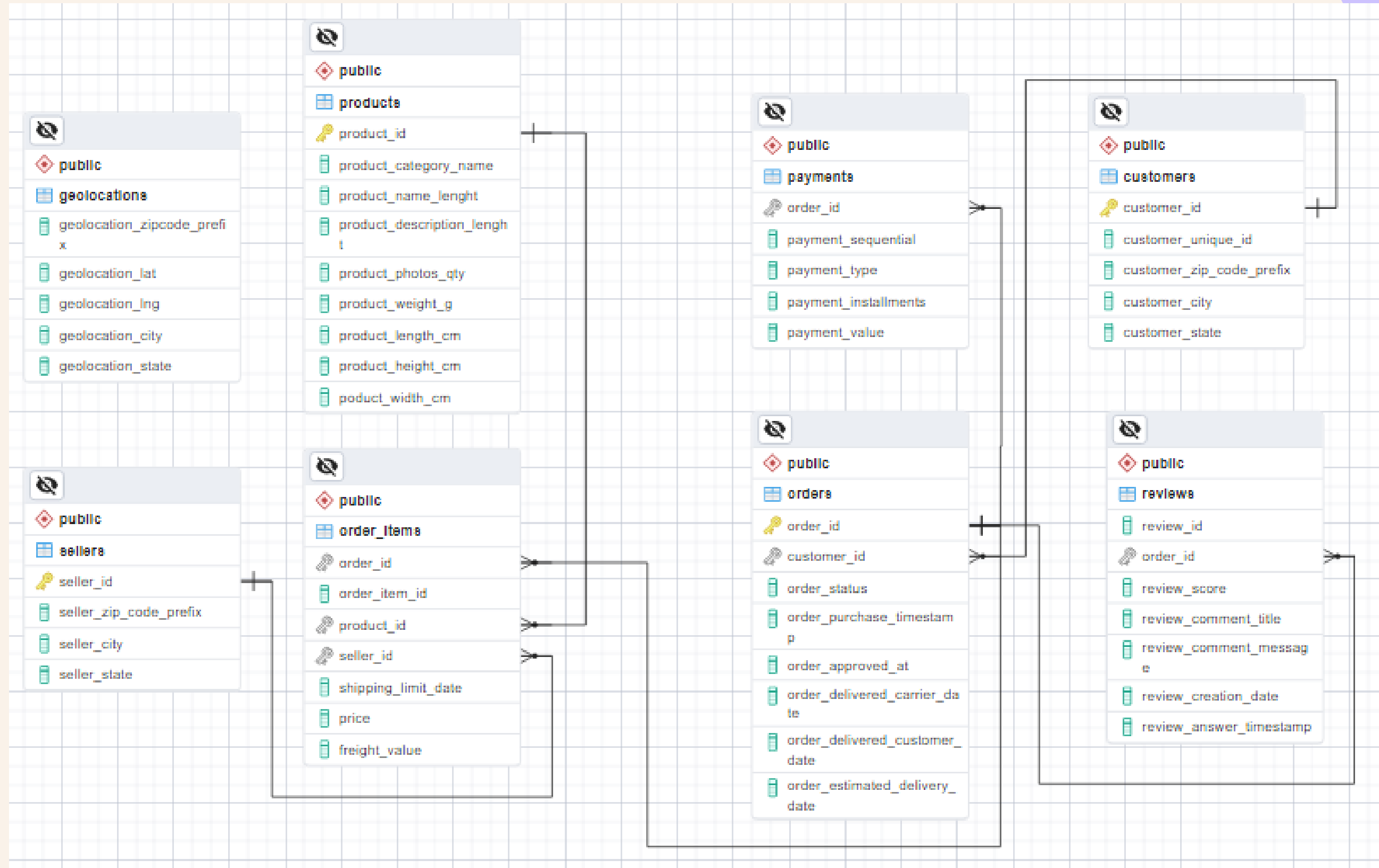




E-Commerce Performance Analysis

Putu Arya Saputrawan
January 2023

Entity Relational Diagram





Customer Growth Analysis

Query Script [Here](#)

Results Table:

	Year numeric 🔒	Avg. MAU numeric 🔒	Cnt. New Customers bigint 🔒	Cnt. Repeated Order Cust. bigint 🔒	Avg. Order Count by Cust numeric 🔒
1	2016	108.6666666666666667	326	3	1.0092024539877301
2	2017	3694.8333333333333333	43708	1256	1.03175256788598357468
3	2018	5338.2000000000000000	52062	1167	1.02392462416349125102



The Average **Monthly Active Users** is increased by

44.48%

in **2018**.

The Average MAU in 2018 is **5338.2**, compared to **3694.83** in 2017.

The number of annual **new customers** is **increased** by

19.11%

in **2018**.

We got **52062** new customers in 2018, compared to **43708** in 2017.



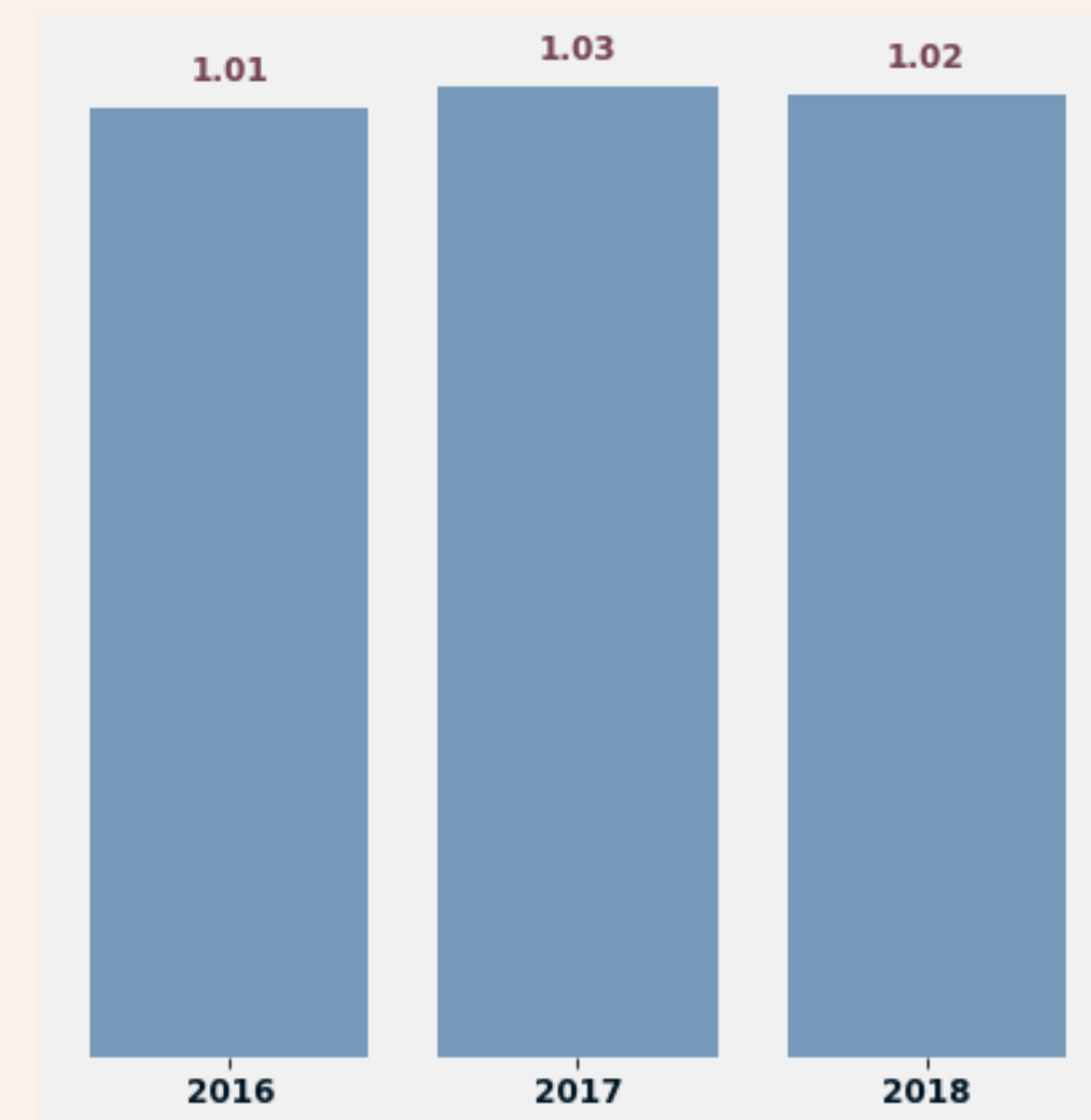
The number of **repeated order** customers is decreased by

7.09%

in **2018**.

The number of repeated order customers in 2018 is 1167 customers, compared to 1256 customers in 2017.

Annual Avg. Order by Customer



The average numbers of order per customer are **not significantly different** each year.










Product Performance Analysis

Annual Product Category Quality Analysis



Query Script [Here](#)

Results Table:

	Year numeric 	Total Revenue double precision 	Total Cancel Cnt. bigint 	Top Revenue Cat. character varying 	Cat. Revenue double precision 	Top Canceled Cat. character varying 	Cat. Cancel Cnt. bigint 
1	2016	46653.739999999999	26	furniture_decor	6899.3500000000002	toys	3
2	2017	6921535.2399998745	265	bed_bath_table	580949.2000000047	sports_leisure	25
3	2018	8451584.769999927	334	health_beauty	866810.3399999965	health_beauty	27



The annual **total revenue** is
increased by

22.1%

in **2018**.

Our company gained the total revenue
of **\$8,451,584** in 2018, compared to
\$6,921,535 in 2017.

As the number of order increased, **the**
number of **canceled order** also
increased by

26.04%

in **2018**.

The number of canceled order in 2018 is
334, compared to **265** in 2017.



Top Product Category Based on Revenue



The **top product category** based on **revenue** is **different** each year. Probably caused by **changing trends and needs** in society (further analysis needed).

Top Product Category Based on Number of Cancelled Orders





The **top product category** based on number of **canceled order** also **different** each year. However, in 2018 **health & beauty** category become the the **most canceled order** product category probably caused by the **overall** number of order for this category also **high** (further analysis needed).







Payment Type Popularity Analysis

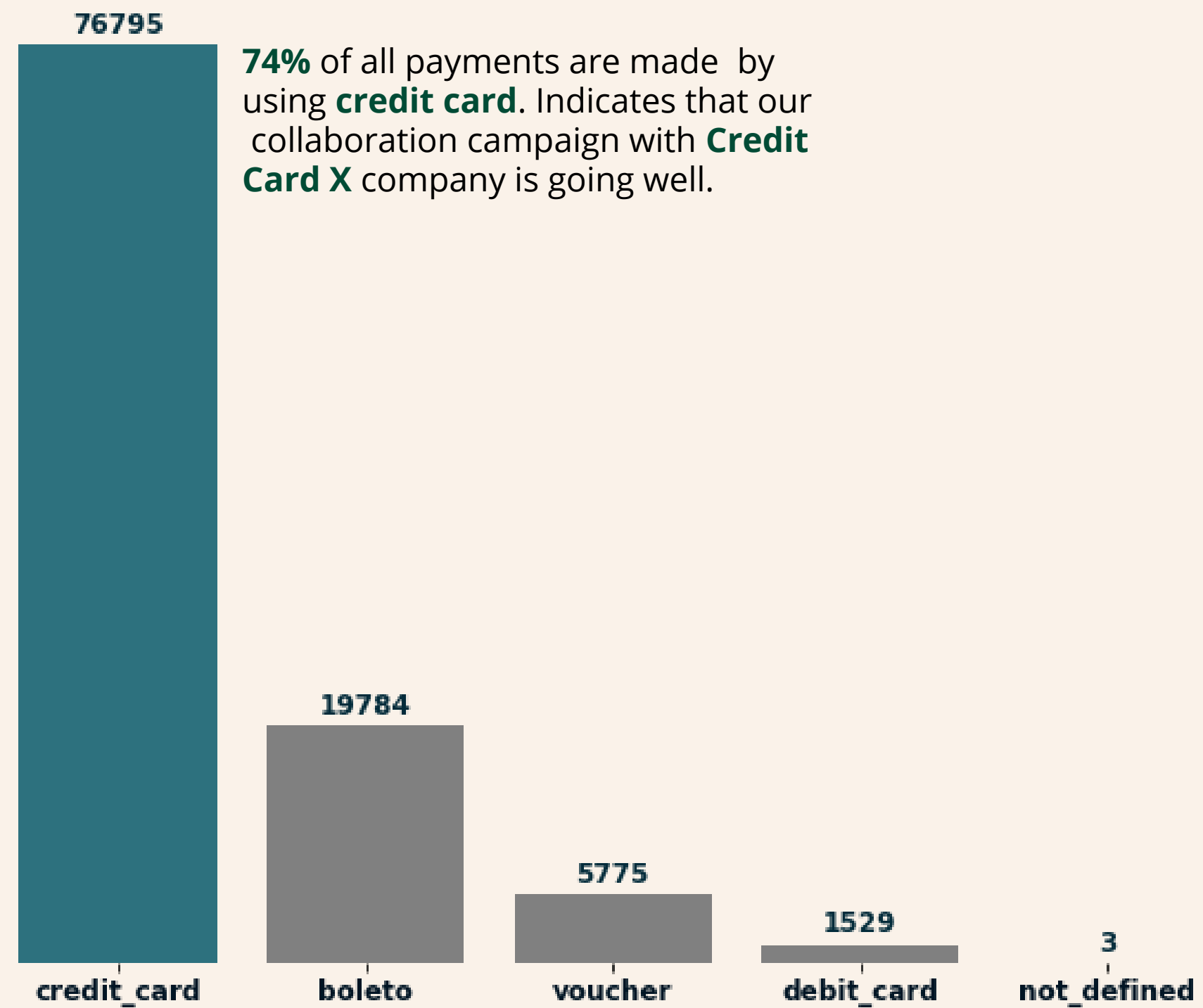
Query Script [Here](#)

Results Table:

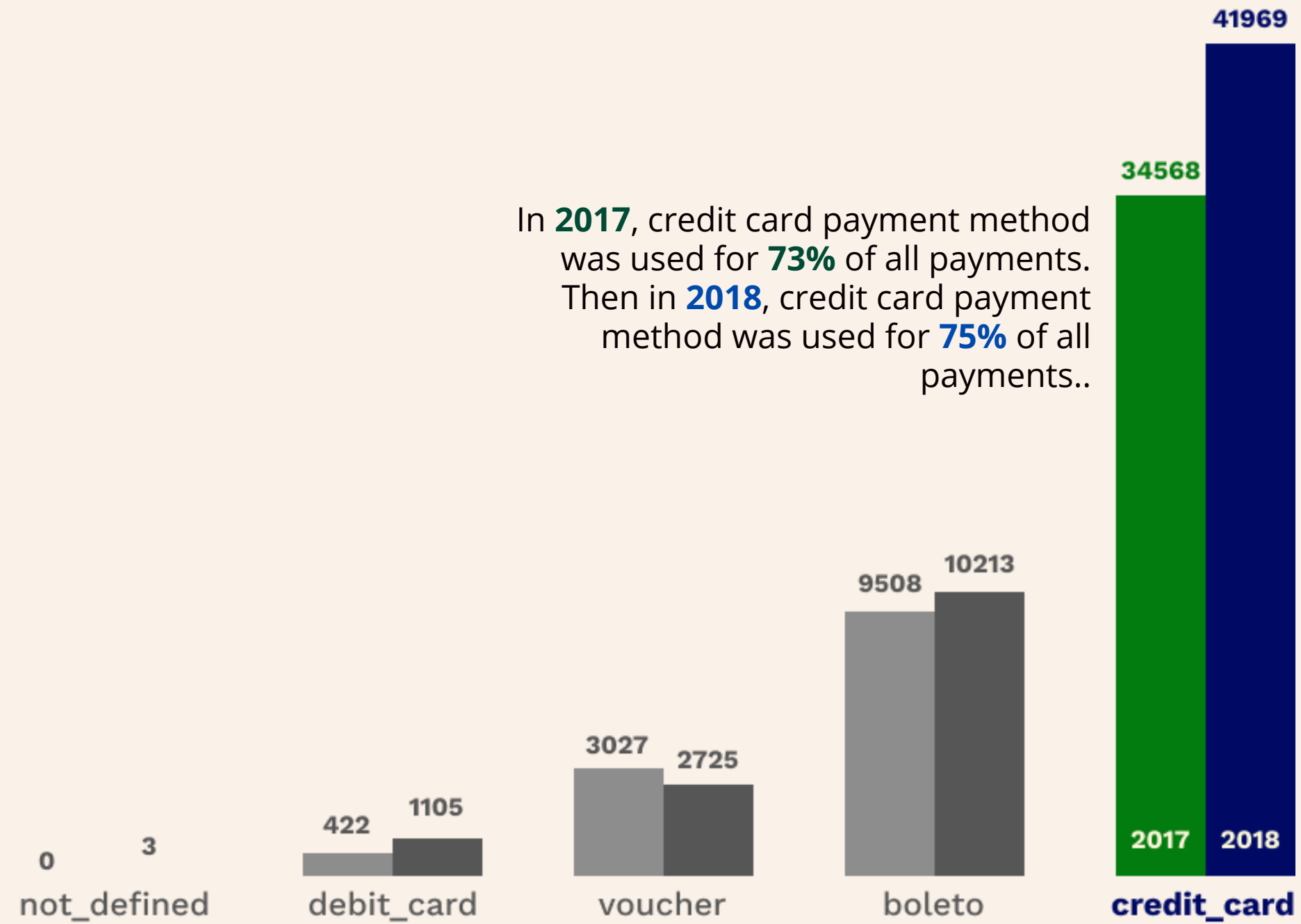
	Payment Type character varying 	Count Used bigint 
1	credit_card	76795
2	boleto	19784
3	voucher	5775
4	debit_card	1529
5	not_defined	3

	Payment Type character varying 	Year 2016 bigint 	Year 2017 bigint 	Year 2018 bigint 
1	not_defined	0	0	3
2	debit_card	2	422	1105
3	voucher	23	3027	2725
4	boleto	63	9508	10213
5	credit_card	258	34568	41969

Credit Card is the most popular payment method of all time



Credit Card is The Most Used Payment Method Every Year (2017 - 2018)



The background is a solid orange color. It features several abstract, organic shapes: a large, light purple shape in the center, a smaller cream-colored shape overlapping its right side, and a large cream-colored shape in the top-left corner. A dark green shape is visible in the bottom-right corner.

Thank You!