

Comparative Report on the Project

The Project titled E-commerce Analytics: Understanding Pakistani Market was a compendium of an e-commerce store, Amazon, and its shipping pattern. It came with a dataset of 584 thousand rows. Of this number, 100 thousand was extracted for analysis.

The subsequent dataset was then filtered for blanks and ordered. Afterwards, I proceeded to creating a visualization for the dataset. On the visualization sheet, we can see three charts and all linked together with 3 slicers. This can be used to toggle and trigger any data we intend to see. From this visualization we can see that “*cod*” was the most used payment method. It has a count of 57248, a whopping 57% of the payment methods. This can be due to the fact that it is the safest method for buyers as it gives them chance to inspect what they are buying before they pay for it.

We can also see on the chart that the items the most is the “*men’s fashion*”. With a count of 18178, it towers above the rest, closely followed by “*beauty and grooming*” with a count of 11458. This can mean that men are the one’s that purchase items from amazon the most.

From the chart we can also answer that most of the items bought were “*completed*” and or successfully delivered. At 56%, this is definitely a good news for the company. Although we also see “*cancelled*” items rank second with 30% of the items cancelled. This is not a good feat and they would have to work on reducing the numbers in the following year on review.

Back to the Table sheet, a table of descriptive statistics was done beneath the main table, just to give insight to what the dataset looks like. A sum if statement was used to categorize the grand total of prizes by month too. From that we can tell that the month with the highest order prize is November, this is undoubtedly due to Black Friday. The store would have had a lot of discounts in November that endeared people to try and order as much as they can. Bar November, we have October as the month with the highest sales and its total is more than 50% lesser than that of November.

This is a comparative analysis into the Pakistani market, courtesy of data examined from Amazon.in.