📊 E-Commerce Data Insights Summary

## 1.Customer Insights

• Customer Distribution: Customers are spread across multiple cities, indicating a geographically diverse customer base.

• Insight Action: Target top cities with personalized promotions to maximize sales impact.

## 2.Order Volume Trends

• 2017 Orders: Total number of orders placed in 2017.

• 2018 Orders: Total number of orders placed in 2018.

• Growth Observation: Year-over-year growth rate can be calculated, providing insight into platform growth.

• Insight Action: Analyze seasonal peaks and off-seasons to strategize sales campaigns.

## 3. Product Insights

• Product Range: Wide variety of product categories listed.

• Top Selling Products: Identification of the top 10 products by order frequency.

• Insight Action: Focus marketing on best-sellers and analyze low-performing products for potential removal.

## 4. Seller Insights

• Geographical Spread: Sellers are distributed across various states.

• Insight Action: Optimize logistics by aligning warehouse locations to seller density areas.

## 5. Payment Insights

• Preferred Payment Methods: Analysis shows the distribution of payment methods (credit card, debit card, voucher, etc.).

• Insight Action: Partner with dominant payment providers or run offers on most-used payment methods.

## 6.Delivery Performance Insights

• Average Delivery Time: Calculated from purchase to delivery timestamps.

• Insight Action: Identify states or cities with longer delivery times and optimize delivery operations.

## 7.Customer Value Insights

• Top Customers: Top 10 customers by number of orders help in identifying high-value customers.

• Insight Action: Implement loyalty programs or exclusive benefits for high-frequency customers.