

Ecommerce Analysis - Braydon Johnson

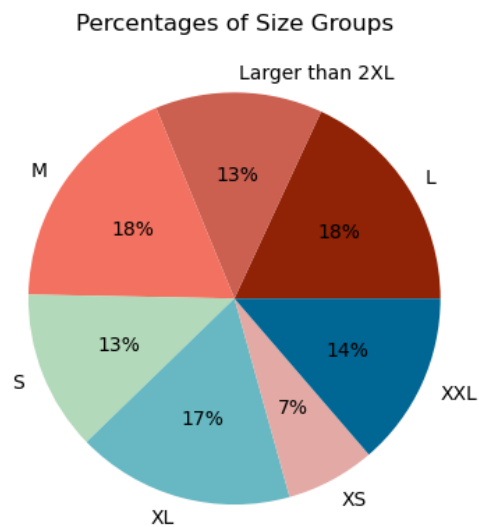


Figure 1: Shows sizes that were shipped standardly.

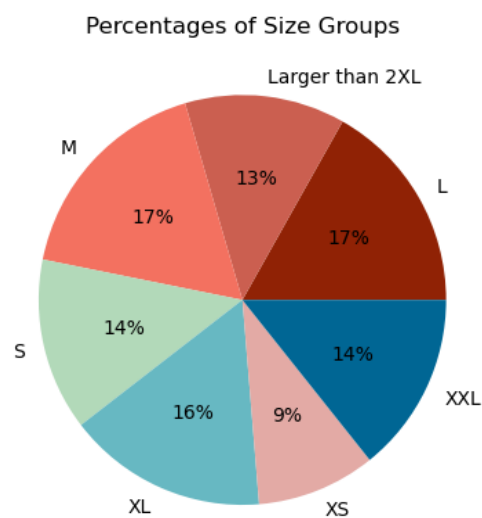


Figure 2: Shows sizes that were expedited.

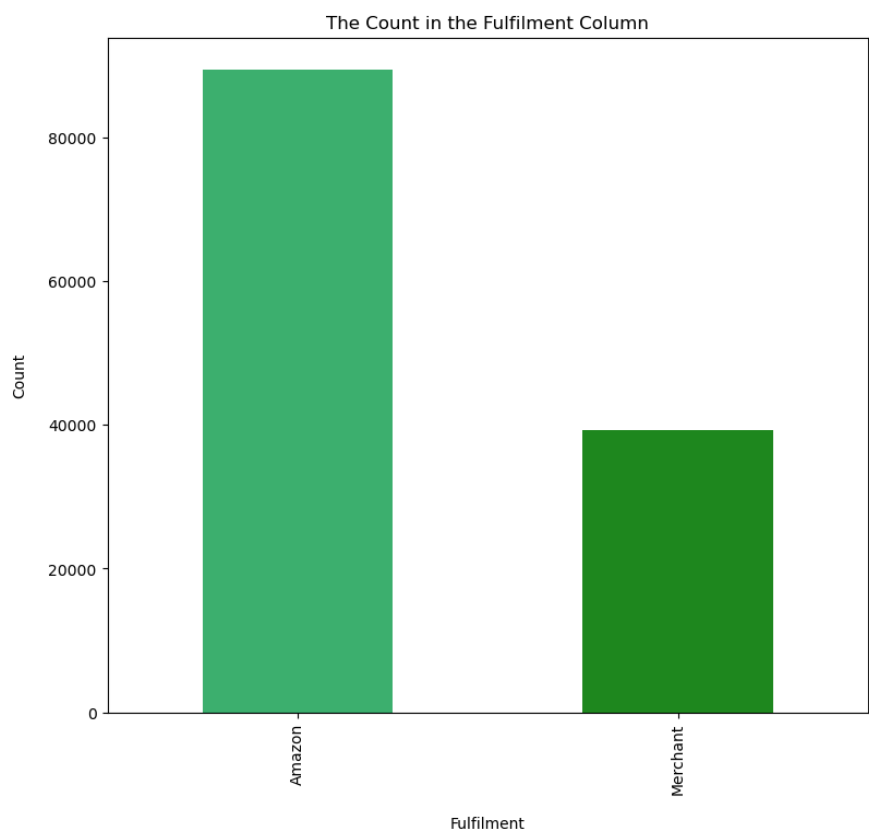


Figure 3: Shows the count based on the fulfillment center of the Order.

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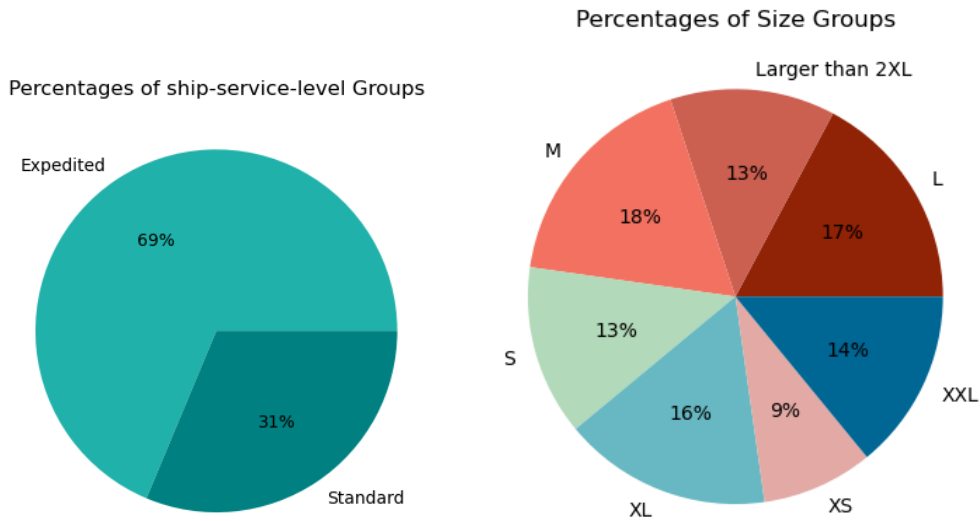


Figure 4: Shares the percentages and counts of the level of shipping for all the orders. Figure 5: Shares the overall percentage of sales based on size.

Based on the analysis presented above, the best thing for the company to focus on next time is to gather data about how frequently the items are sold, not just how many. Which allows the company to decide when the best time to restock certain items. The company would have the ability to bring in more sales if we had more of the desired items in stock. Knowing when specific items were going to be popular would also allow for flux in the pricing of items, going with the current supply and demand of the products. The change in prices would make up for the drop in sales during slow seasons. Secondly, I think it is beneficial to note that there are more sales of the sizes: Medium, Large, and X-large. This is important because it gives the company insight into what items they should have more stock of. For example, the company would not want to keep an overabundance of larger than 2XL items in stock, since the sales are relatively low compared to others. The same is true for XS items, these sales only make up 9% of the overall sales. While all the other sizes make up more than 10% each, some even reach close to 20% of sales. Lastly, it would be important to work more with different fulfillment centers. By doing this, the company could fluctuate the shipping prices for standard and expedited, it even could allow for more orders to be shipped standard. As seen above in Figure 3 we can see that the majority of sales were fulfilled through Amazon, although this data is from Amazon sales, it shows that the orders fulfilled by merchants allow for standard shipping. This means that overall the client is spending less. It would be beneficial to provide more standard shipping options to attract customers who do not wish to pay extra for shipping. All in all, the analysis seen above led to the actionable advice presented above. All the analysis and original datasets will be linked in my GitHub repository below.

GitHub URL: <https://github.com/bray-johnson0121?tab=repositories>