

PERFORMANCE ANALYSIS OF E- COMMMERCE DATASET BASED ON PROMOTION

144K

Total Orders

56.01M

Total Sales

388.05

Average Order Value

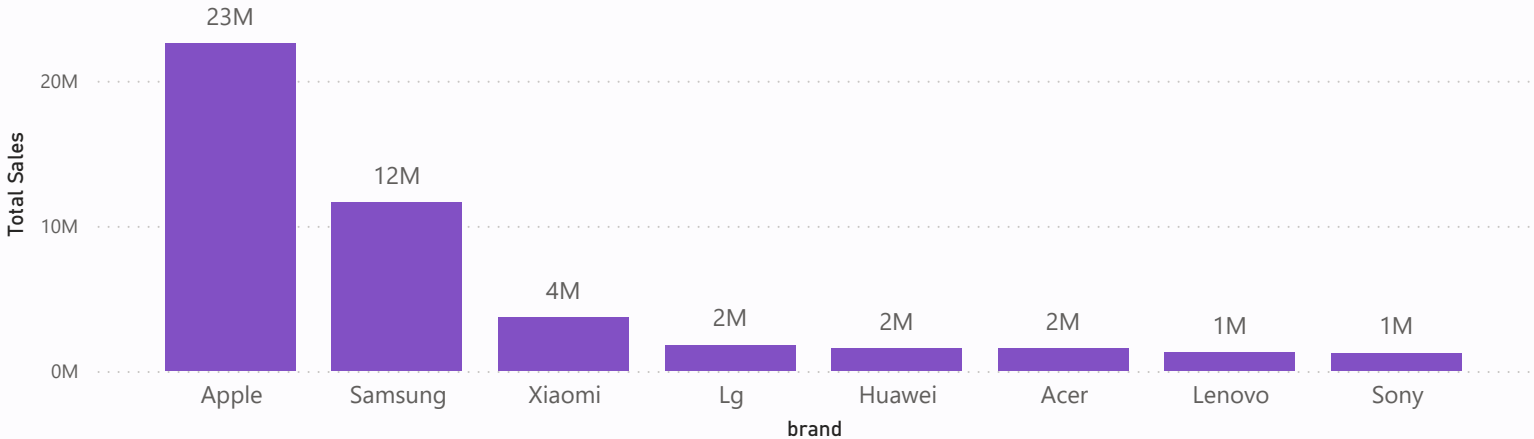
728.12M

Monthly Revenue

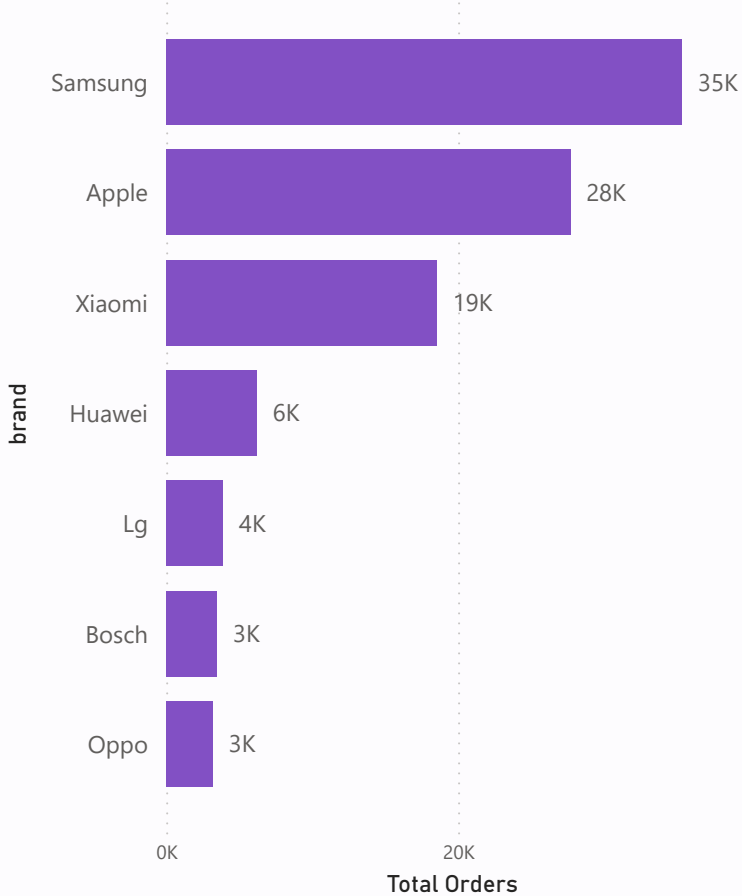
1148

Total Products Sold

Total Sales by brand



Total Orders by brand



Date

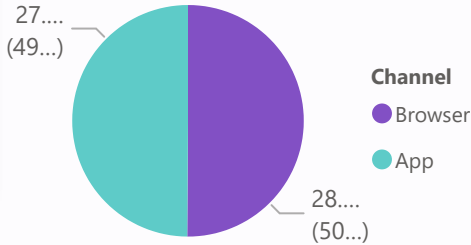
1/1/2022



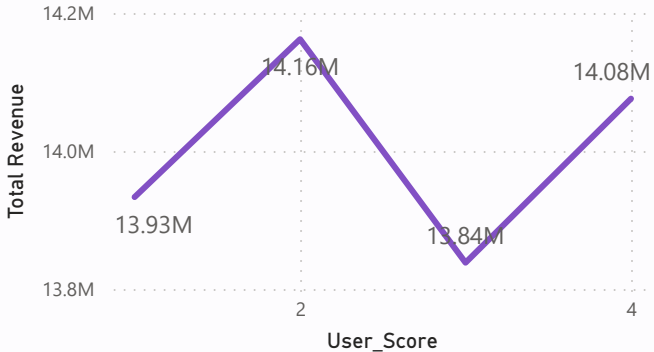
12/31/2024



Total Sales by Channel

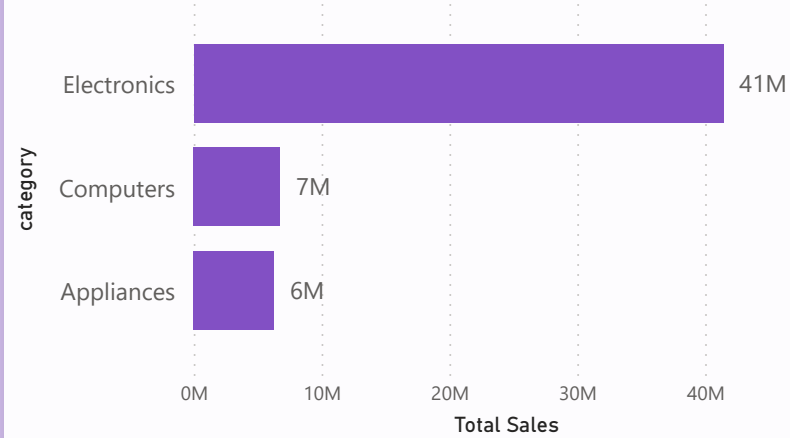


Total Revenue by User_Score

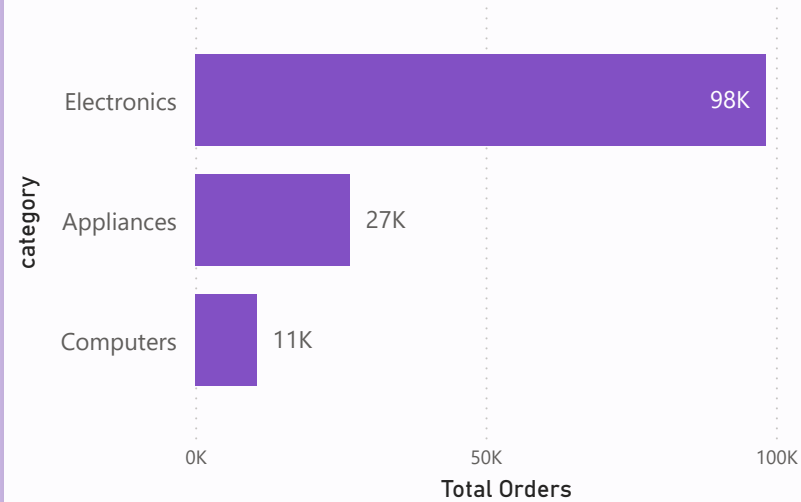


CATEGORIES WITH HIGHEST REVENUE & ORDERS

Top 3 Categories by Sales

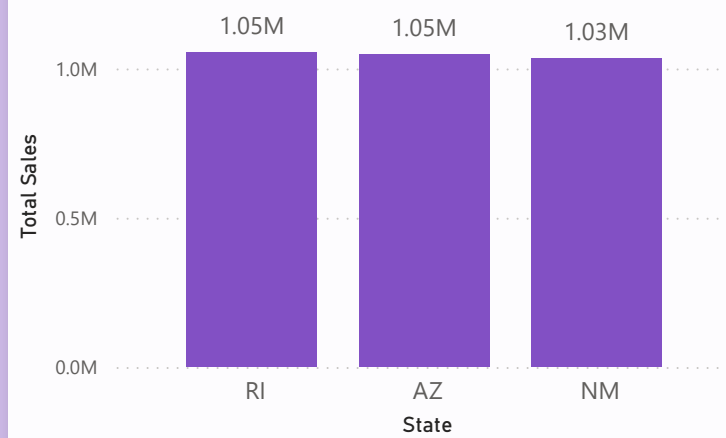


Top 3 Categories by Orders

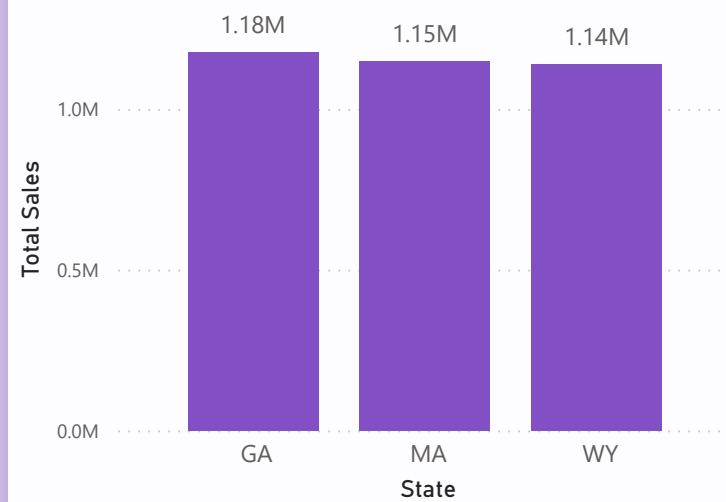


TOP 3 STATES WITH MOST & LEAST REVENUE

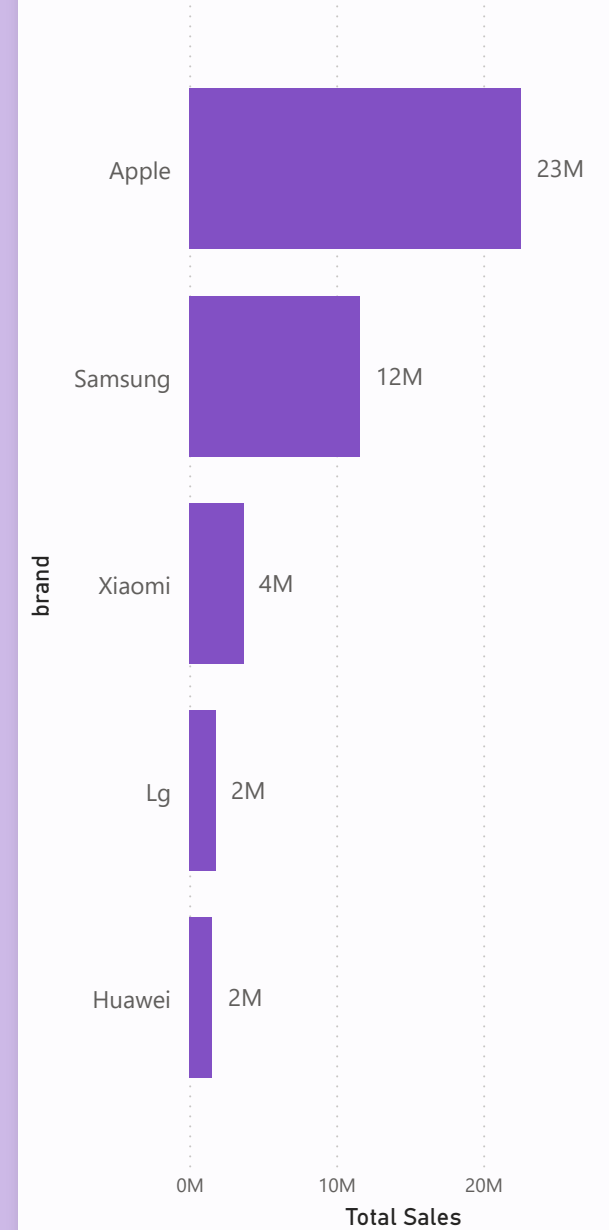
Bottom 3 States by Sales



Top 3 States by Sales



Top 5 Brand by Sales



CUSTOMER BEHAVIOUR ANALYSIS BASED ON PROMOTION CAMPAIGN

24.62%

Abandoned Cart Rate

75.4%

Conversion Rate

144.34K

Average Website Traffic

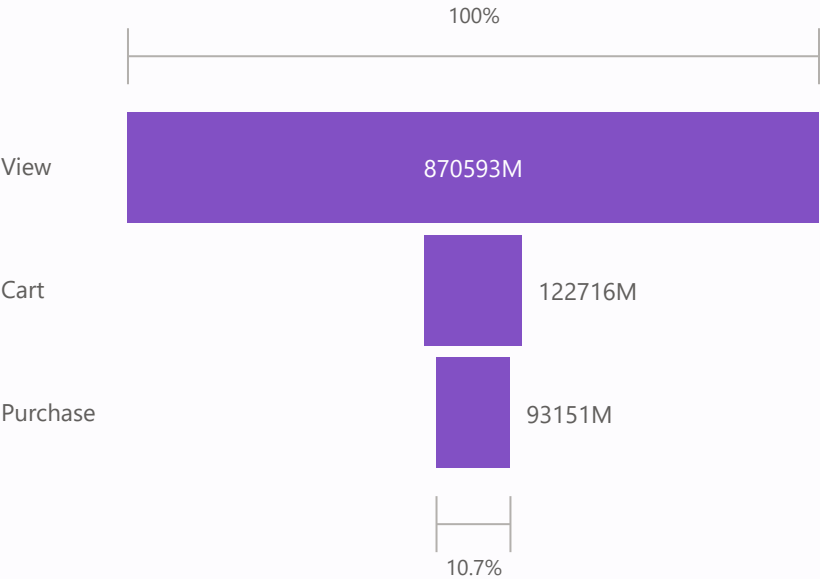
11.09

Average Time Spent by User in (Hou...

8.58%

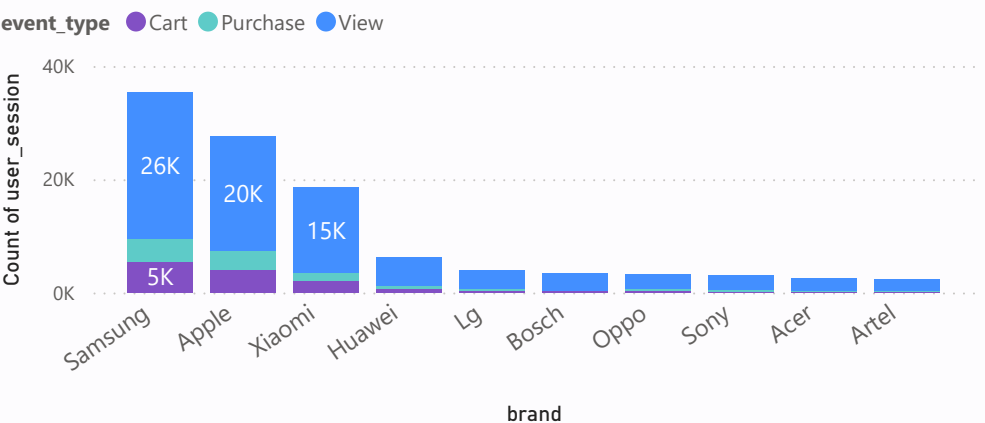
Returning Customers

Number of Users by Event Type

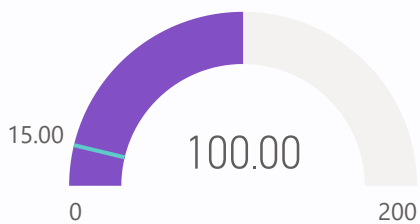


product_id	Abandoned Cart Rate
28	0.08
43	-0.10
141	-0.38
448	0.21
639	0.25
707	0.18
861	0.18
871	0.24
872	0.40
891	0.38
Total	0.19

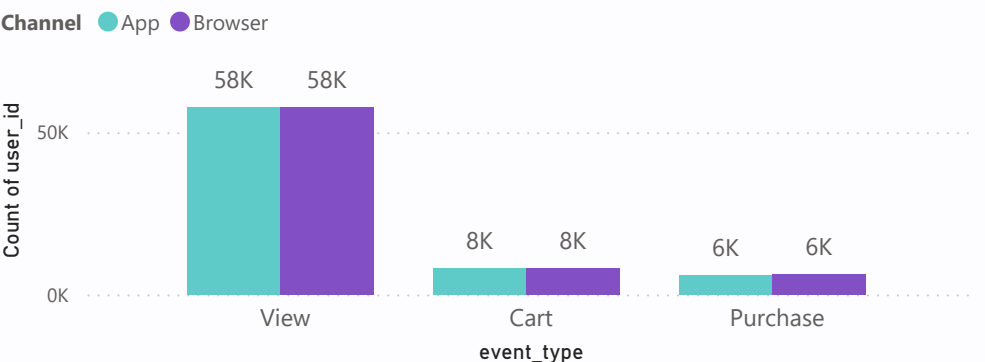
Top 10 Users - Brand Activity Change



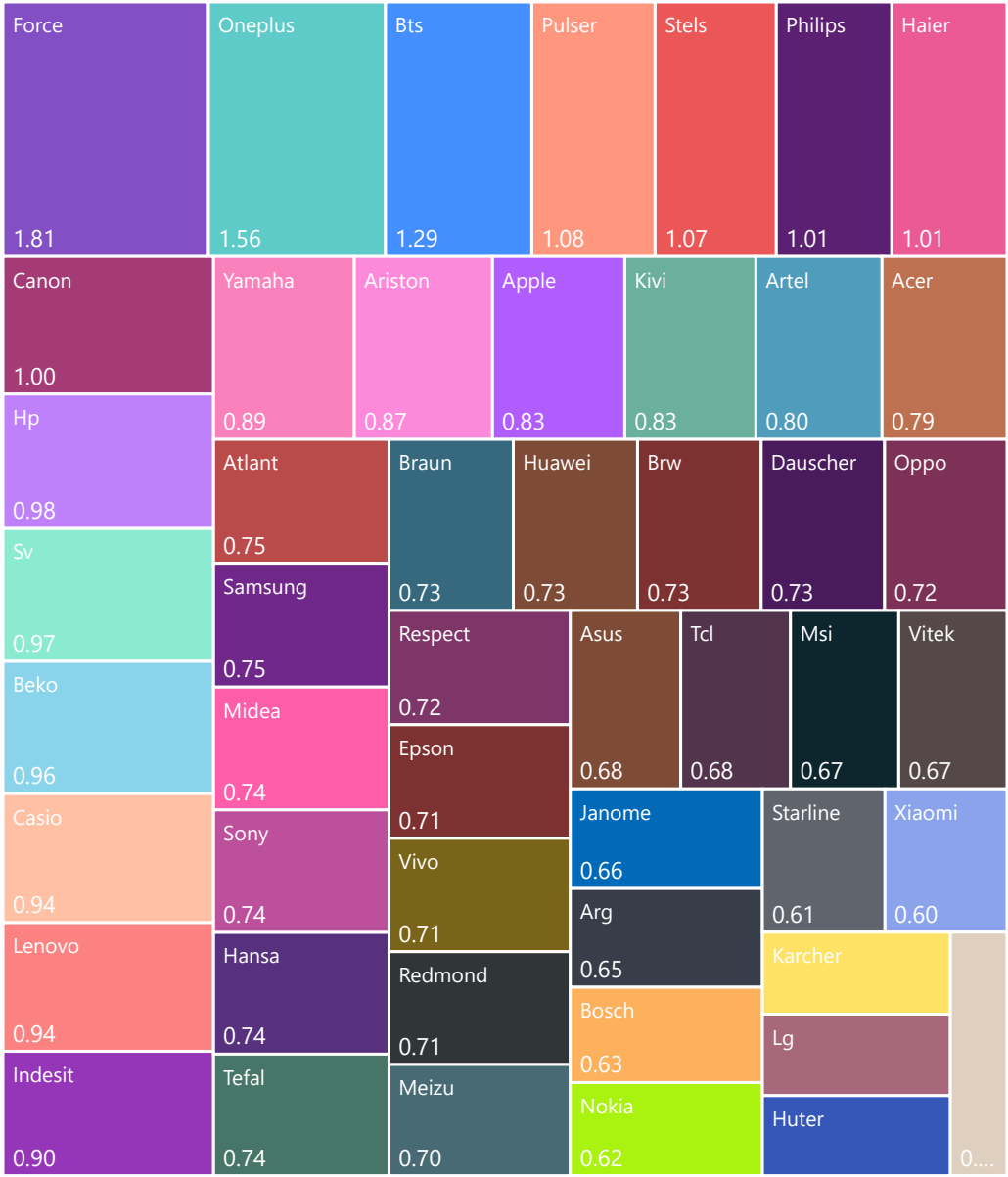
Bounce Rate



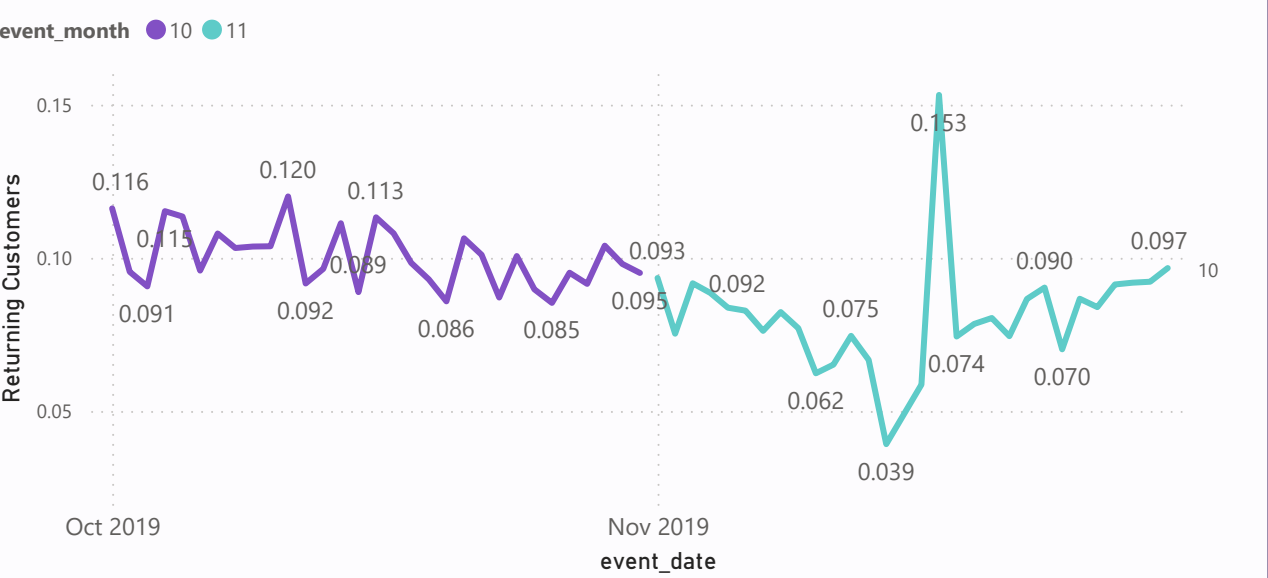
Number of Users by event_type & Channel



Conversion Rate by brand



Returning Customers by event date & month



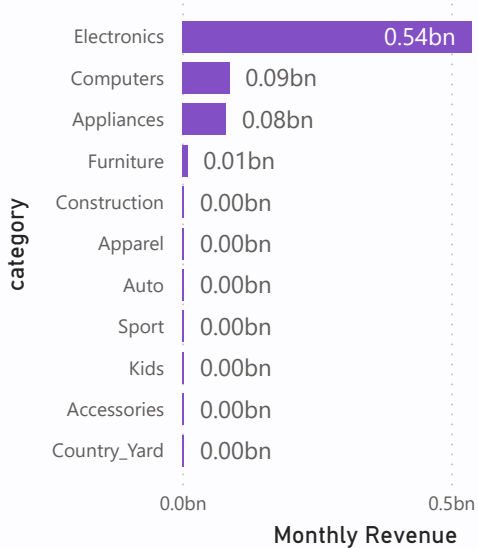
10 Most impacted Brands by Discounting & Conversion Rates

brand	Discount	Conversion Rate	Total Sales
Apple	0.05	0.74	305,488.59
Lg	0.05		28,186.24
Sony	0.05	1.29	34,590.73
Lenovo	0.08	0.00	16,877.52
Lg	0.10	0.88	42,737.17
Oneplus	0.10	0.00	36,872.15
Philips	0.10	0.50	1,114.23
Samsung	0.10	3.00	5,700.26
Huter	0.20	0.00	4,200.60
Philips	0.20	3.00	418.66
Lg	0.25	1.25	5,314.39
Sony	0.25		66.14
Total		0.77	481,566.68

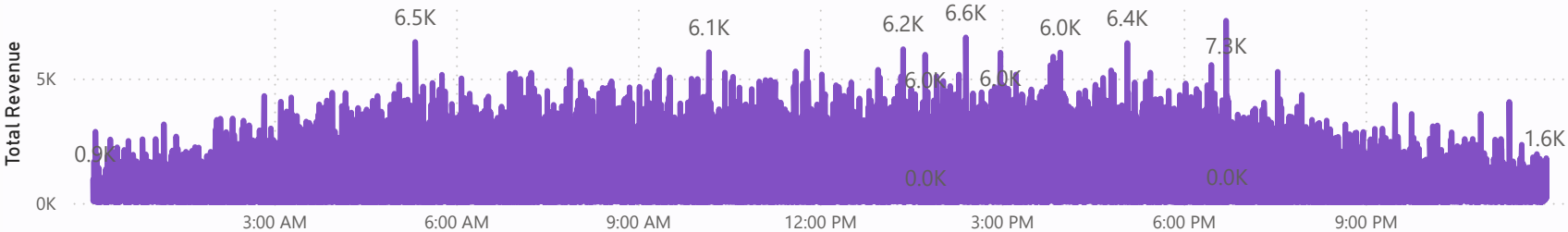


Preparing Q&A

Monthly Revenue by category



Total Revenue by event_time

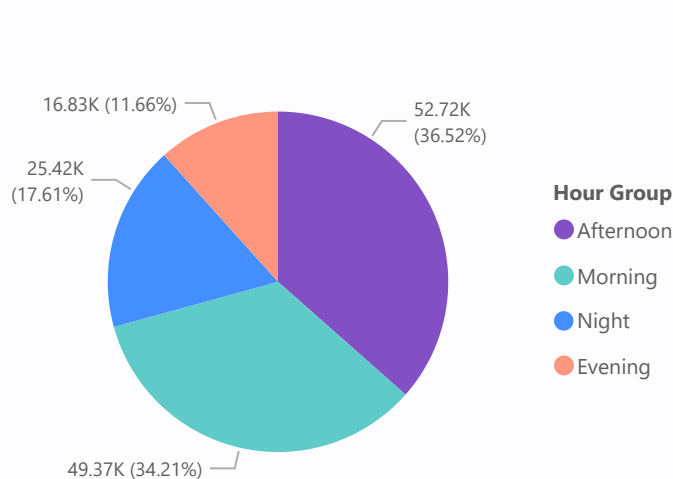


Quarter

- ☐ Q1
- ☐ Q2
- ☐ Q3
- ☐ Q4

event_month	Promotion Revenue	Monthly Revenue	Total Revenue	Total Orders	Average Order Value	Average Website Traffic
10	179,692.56	278,280,057.90	21,406,158.30	56112	381.49	56,112.00
11	325,748.92	449,839,804.57	34,603,061.89	88223	392.22	88,223.00
Total	505,441.48	728,119,862.47	56,009,220.19	144335	388.05	144,335.00

Total Orders by Hour Group (Day)



Order, Traffic, & Revenue Analysis by Hour Group

Hour Group	Promotion Revenue	Total Revenue	Total Orders	Average Order Value	Average Website Traffic
Night	92,572.64	9,616,314.73	25418	378.33	25,418.00
Morning	180,406.04	19,019,566.82	49373	385.22	49,373.00
Evening	61,353.51	7,211,704.53	16829	428.53	16,829.00
Afternoon	171,109.29	20,161,634.11	52715	382.46	52,715.00
Total	505,441.48	56,009,220.19	144335	388.05	144,335.00

Order, Traffic, Revenue Analysis by Day of Week

Day_of_Week	Promotion Revenue	Total Revenue	Total Orders	Average Order Value	Average Website Traffic
Friday	81,841.88	9,695,813.83	25160	385.37	25,160.00
Monday	50,353.23	6,450,145.07	16453	392.03	16,453.00
Saturday	96,437.83	9,655,700.28	25075	385.07	25,075.00
Sunday	100,490.70	9,092,769.01	23855	381.17	23,855.00
Thursday	66,329.92	7,552,860.80	18902	399.58	18,902.00
Tuesday	55,538.13	6,723,232.03	17483	384.56	17,483.00
Total	505,441.48	56,009,220.19	144335	388.05	144,335.00

Key influencers

Top segments

What influences Day_of_Week to be

Friday

When.....the likelihood of Day_of_Week being Friday increases by

Total Sales goes down 387.58

1.02x

505.44K

Promotion Revenue

31.89K

Promotion Uplift

1.02

Discount Effectiveness

2462

Orders with Discount

Promotion Campaign Start and End Date Range

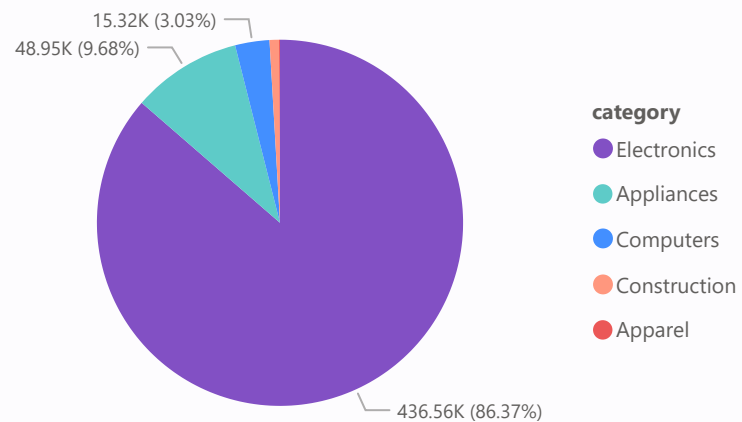
10/1/2019



11/19/2019



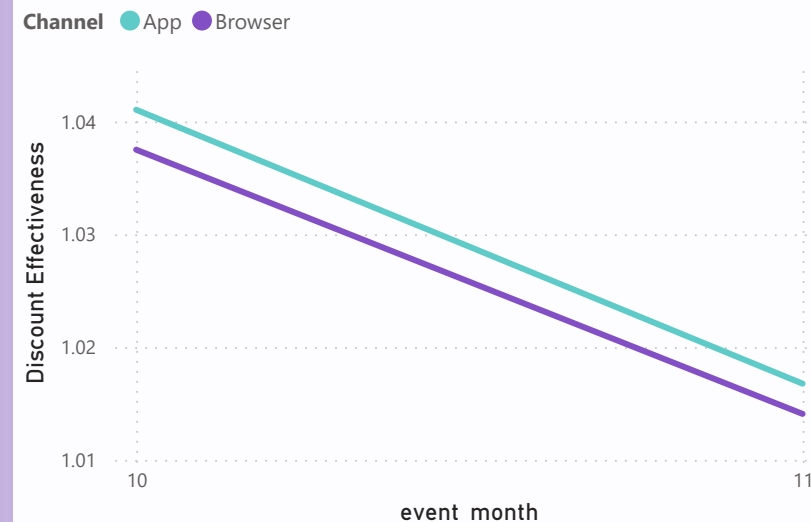
Top 5 Categories Revenue with Promotion



Promotion Uplift by Discount



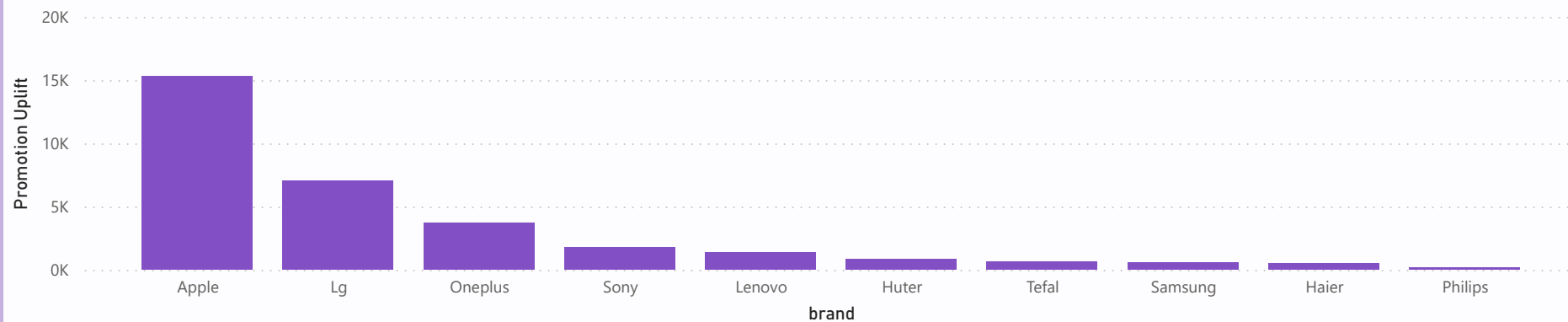
Discount Effectiveness by event_month and Channel



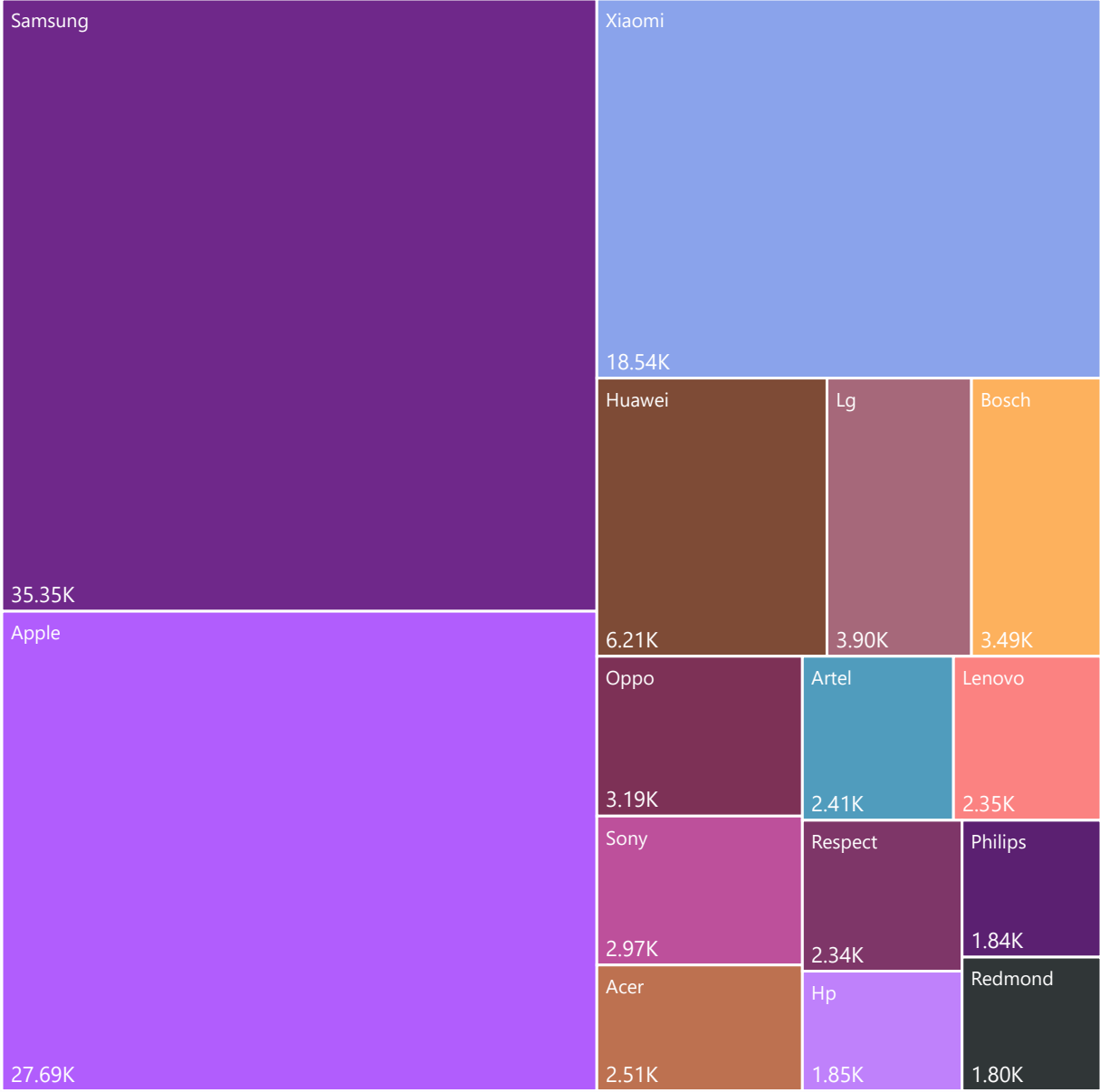
Promotion Performance by Day of Week

Day_of_Week	Promotion Revenue
Friday	81,841.88
Monday	50,353.23
Saturday	96,437.83
Sunday	100,490.70
Thursday	66,329.92
Tuesday	55,538.13
Wednesday	54,449.78
Total	505,441.48

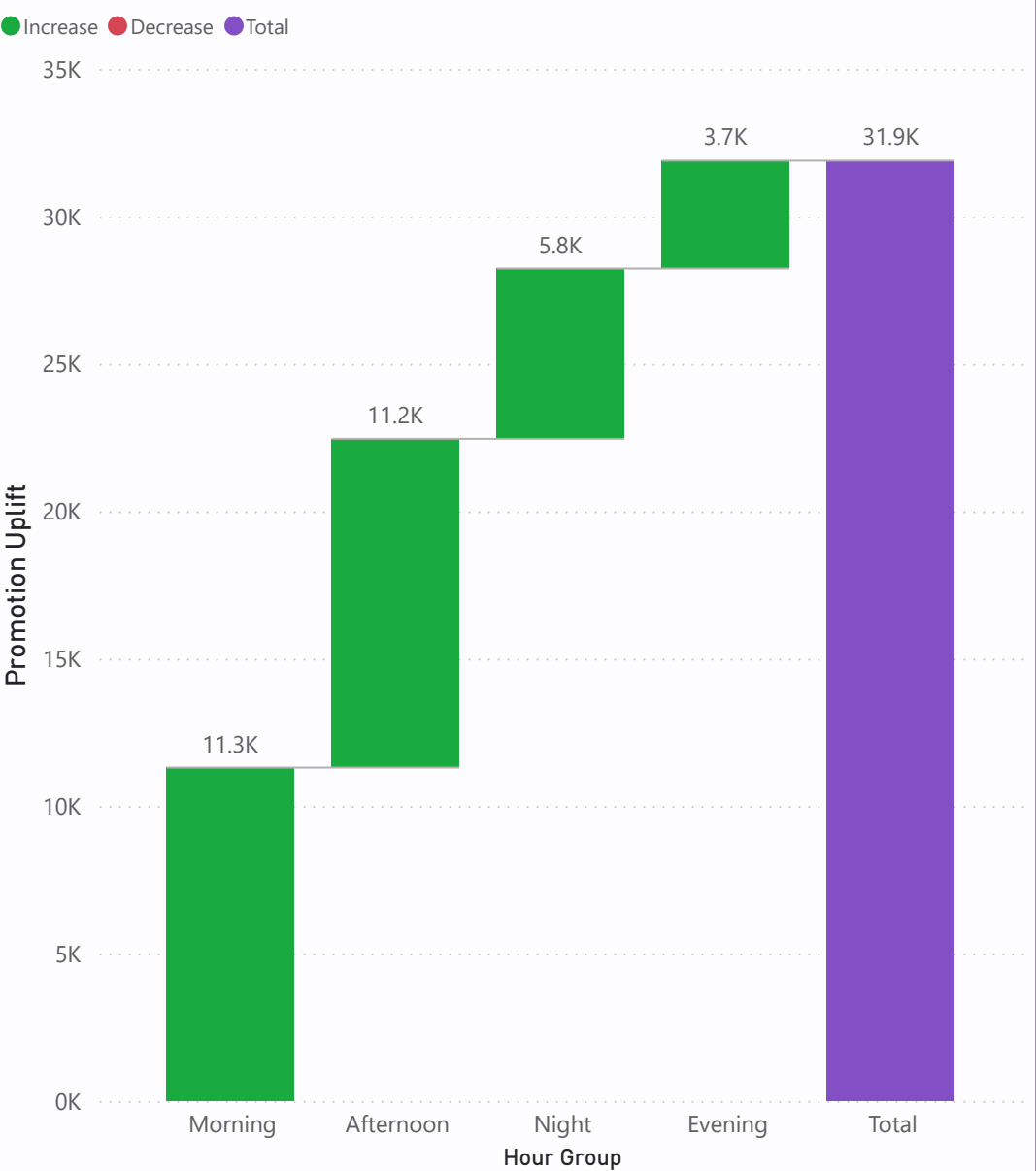
Promotion Uplift for Top 10 Brands



Search Popularity



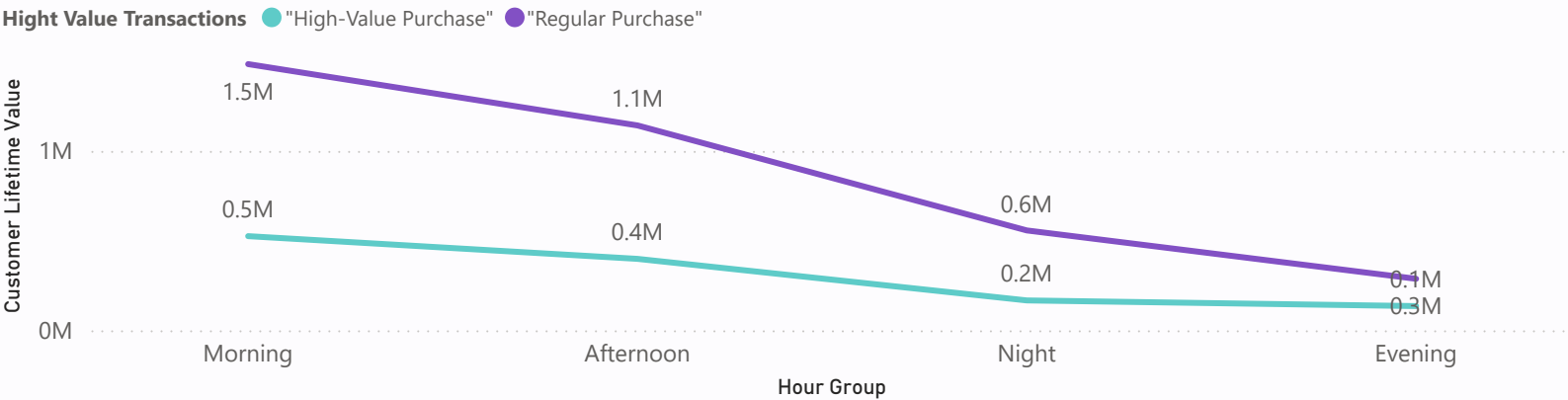
Promotion Uplift by Hour Group



Top 10 Best Selling Products

product_id	category	sub_category1	brand	Total Sales
871	Electronics	Smartphone	Apple	2,755,485.74
861	Electronics	Smartphone	Apple	1,899,992.45
891	Electronics	Smartphone	Apple	1,181,523.03
448	Electronics	Smartphone	Apple	1,038,777.34
639	Electronics	Smartphone	Samsung	737,611.84
43	Electronics	Smartphone	Apple	652,878.10
872	Electronics	Smartphone	Apple	647,050.07
141	Electronics	Smartphone	Apple	524,869.25
28	Electronics	Smartphone	Apple	466,490.63
707	Electronics	Smartphone	Samsung	464,370.00
Total				10,369,048.45

Customer Lifetime Value by Hour Group and Hight Value Transactions



Top 10 States with High Revenue & Most Engaged Users

State	Count of user_session	Total Revenue
GA	2941	1,177,625.48
WY	2924	1,139,272.02
MA	2912	1,149,273.73
IN	2907	1,140,194.64
UT	2903	1,120,127.69
ID	2901	1,105,978.71
NH	2900	1,092,064.17
FL	2896	1,122,716.65
MS	2896	1,145,837.84
SD	2894	1,125,575.78
CT	2893	1,135,886.83
NC	2890	1,150,714.84
WV	2890	1,106,009.22
TN	2883	1,104,338.64
MN	2881	1,093,456.41
Total	43511	16,909,072.65

Total Sales by Hight Value Transactions

