

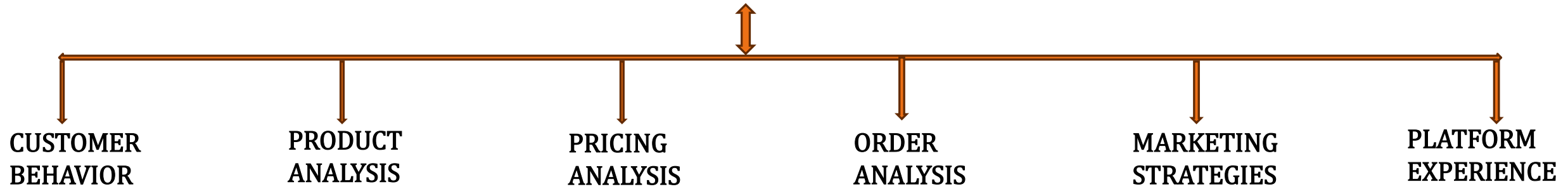


MECE Break Down

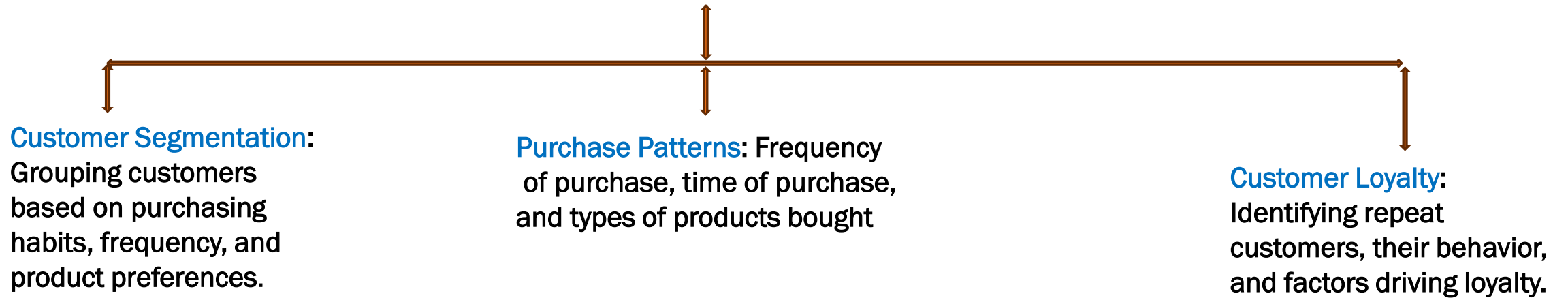
E-COMMERCE ANALYTICS

DEEPA KUMARI

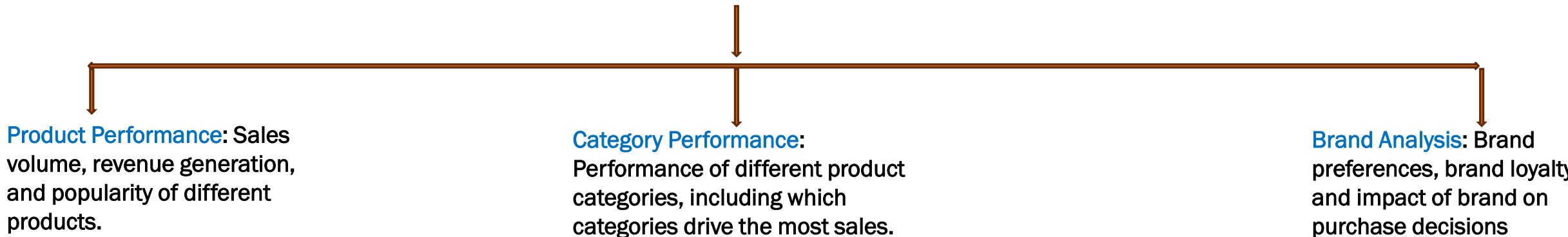
E-COMMERCE ANALYTICS



1. CUSTOMER BEHAVIOR



2. PRODUCT ANALYSIS



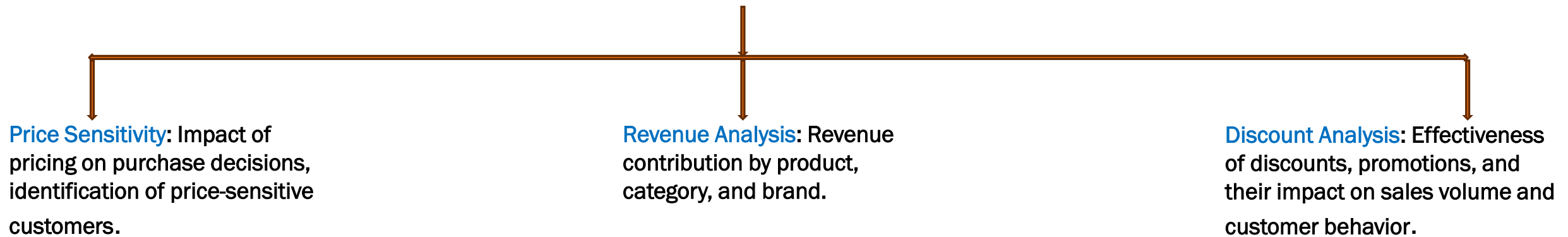
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graph TD; A[2. PRODUCT ANALYSIS] --> B[Product Performance: Sales volume, revenue generation, and popularity of different products.]; A --> C[Category Performance: Performance of different product categories, including which categories drive the most sales.]; A --> D[Brand Analysis: Brand preferences, brand loyalty, and impact of brand on purchase decisions.];
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3. PRICING ANALYSIS




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graph TD; A[3. PRICING ANALYSIS] --> B[Price Sensitivity: Impact of pricing on purchase decisions, identification of price-sensitive customers.]; A --> C[Revenue Analysis: Revenue contribution by product, category, and brand.]; A --> D[Discount Analysis: Effectiveness of discounts, promotions, and their impact on sales volume and customer behavior.];
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4. ORDER ANALYSIS



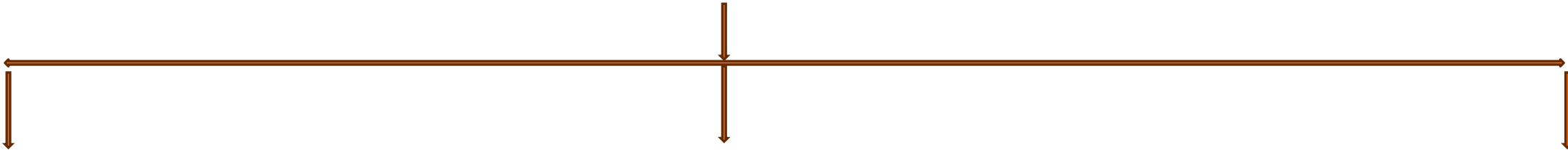
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graph TD; A[4. ORDER ANALYSIS] --> B[Order Frequency: Number of orders per customer, time between orders, and peak order times.]; A --> C[Order Value: Average order value, size, and factors influencing higher order values.]; A --> D[Order Trends: Identification of trending products, seasonal variations, and changes in customer preferences over time.];
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5. MARKETING STRATEGIES



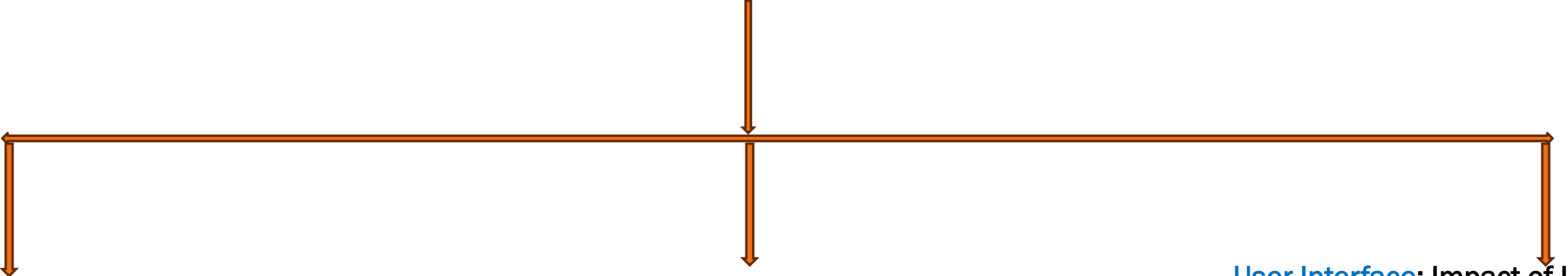
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graph TD; A[5. MARKETING STRATEGIES] --> B[Effectiveness of Campaigns: Analysis of marketing campaign performance, conversion rates, and ROI.]; A --> C[Customer Acquisition: Cost of acquiring new customers, channels of acquisition, and their effectiveness.]; A --> D[Retention Strategies: Impact of customer retention strategies on repeat purchases and customer lifetime value.];
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6. PLATFORM EXPERIENCE



Customer Journey: Mapping customer interactions on the platform, from product view to purchase.

Cart Abandonment: Identifying reasons for cart abandonment and strategies to reduce it.

User Interface: Impact of UI/UX on customer experience, ease of navigation, and its correlation with sales.