

INTRODUCTION

1.1 Overview

E-commerce analytics software tracks the performance of online retailers. This type of software helps companies identify their most- and least-performant products, monitor buyer and consumer behavior, and determine which issues impact the business.

E-commerce analytics tools are commonly used by e-commerce professionals to improve both sales and the customer's experience, but can also be used by inventory managers for fulfillment and by accountants to track costs and profitability.

In Dashboard it shows Product Details , Order Details and Profit of our super store.

PRODUCT DETAILS:-

In Product Details shows how many Product category of product with sub category It shows the order details and date . it shows how many customers are with us and how many orders will be taken by us. Branches of our store is also displayed onto it .

ORDER DETAILS:-

In order details it shows the shipping date of product so that we can understand what all orders have been shipped . It shows the order details in Box Plot graph

PROFIT OF SUPER STORE:

This tab is categorized into high sale market and the same data is displayed. Data of Profit and sold products will be displayed . Products in profit including with quantity will be displayed and same will be represented in the form of decision tree.

1.2 Purpose

These days, businesses have access to a vast amount of data and different metrics. It can be easy to get bogged down by data so keeping your ecommerce analysis focused on a few key metrics will help ensure you stay on track.

Before we review each ecommerce analytics tool, it's a good idea to have an idea of which ecommerce key performance indicators you want to optimize around. While each online business is unique and may want to track different metrics, here are a few KPIs to get you started.

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consumer behavior, and determine which issues impact the business. E-commerce analytics tools are commonly used by e-commerce professionals to improve both sales and the customer experience, but can also be used by inventory managers for fulfillment and by accountants to track costs and profitability.

In dashboard shows Sub Ctagoryies,Product Details ,Location , Total customer in our companies ,and order details. The report helps to users to compare data with there sales with location . In dashboard it shows all the sub category. if user selects the some product ID then the category will be change.

2 LITERATURE SURVEY

2.1 Existing problem

1. Capitalization of Data

The expansion of the digital commerce function to become a part of the holistic brand solution is one of the crucial eCommerce challenges. Quite often eCommerce becomes an autonomous side business. To facilitate this union, businesses are working hard towards [building eCommerce solutions](#) that are data enabled and help them right from shipping to store management.

Rather than experimenting based on assumed market trends, data needs to be systematically captured and applied in innovative ways. A few entrepreneurs realize the impact of data on the day-to-day as well as long term business decisions.

2. Location wise accurate data detection.

In existing system, product wise details like in what all cities the product was sold and in what all quantities it was sold so that it is easier to have a proper track of the products city wise is needed very much in nowadays.

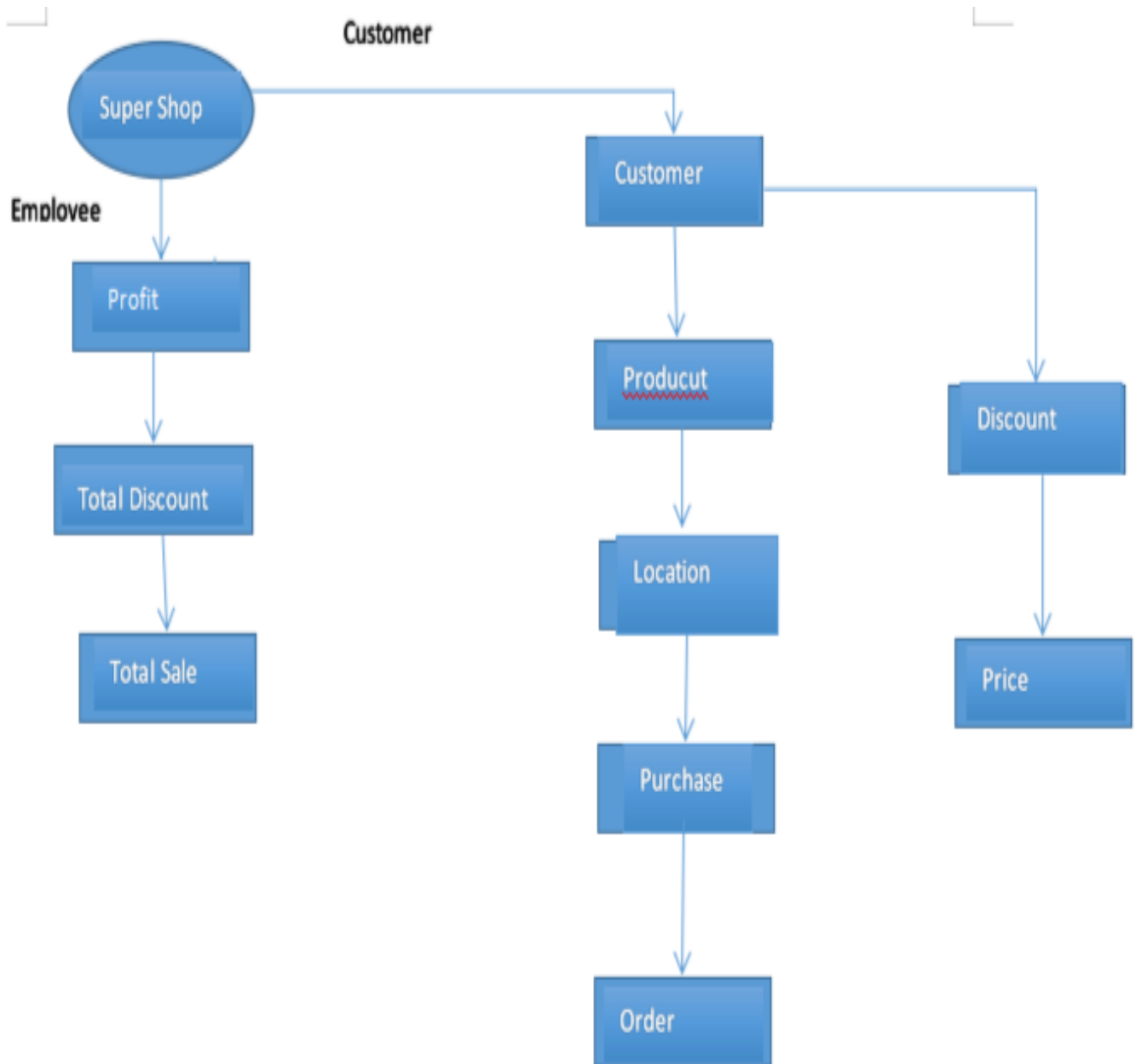
2.2 Proposed solution

To solve this existing problem in capitalization of data , Retail businesses should start by making the eCommerce function an integral part of the business rather than a separate segment of a brand solution. They should find smart ways to capture and measure data related to in-store shopping and customer loyalty. It will help them in the [data visualization](#), targeting the customers better, making a cross-digital impact, and improving monetization methods in local stores.

For the Location wise accurate data detection, the data is captured in such a way that types of products sold out throughout the cities, data will get analyzed and will get represented so that by applying different marketing strategies more selling of products can be done, in those areas where the selling is at lower level.

3 THEORITICAL ANALYSIS

3.1 Block diagram



3.2 Hardware / Software designing

- IBM Cognos Analytics
- IBM Cloud
- IBM Watson Studio.

4 EXPERIMENTAL INVESTIGATIONS

4. EXPERIMENTAL INVESTIGATIONS

Analysis or the investigation made while working on the solution.

- Gather scattered marketing data across channels and platforms:

Having all your data scattered across channels and platforms can feel overwhelming.. Copy/pasting all that information from native analytics platforms or dozens of CSV can be a real nightmare.

With smart e-commerce analytics tracking, you will be able to break down data silos and boost productivity, efficiency, and business agility.

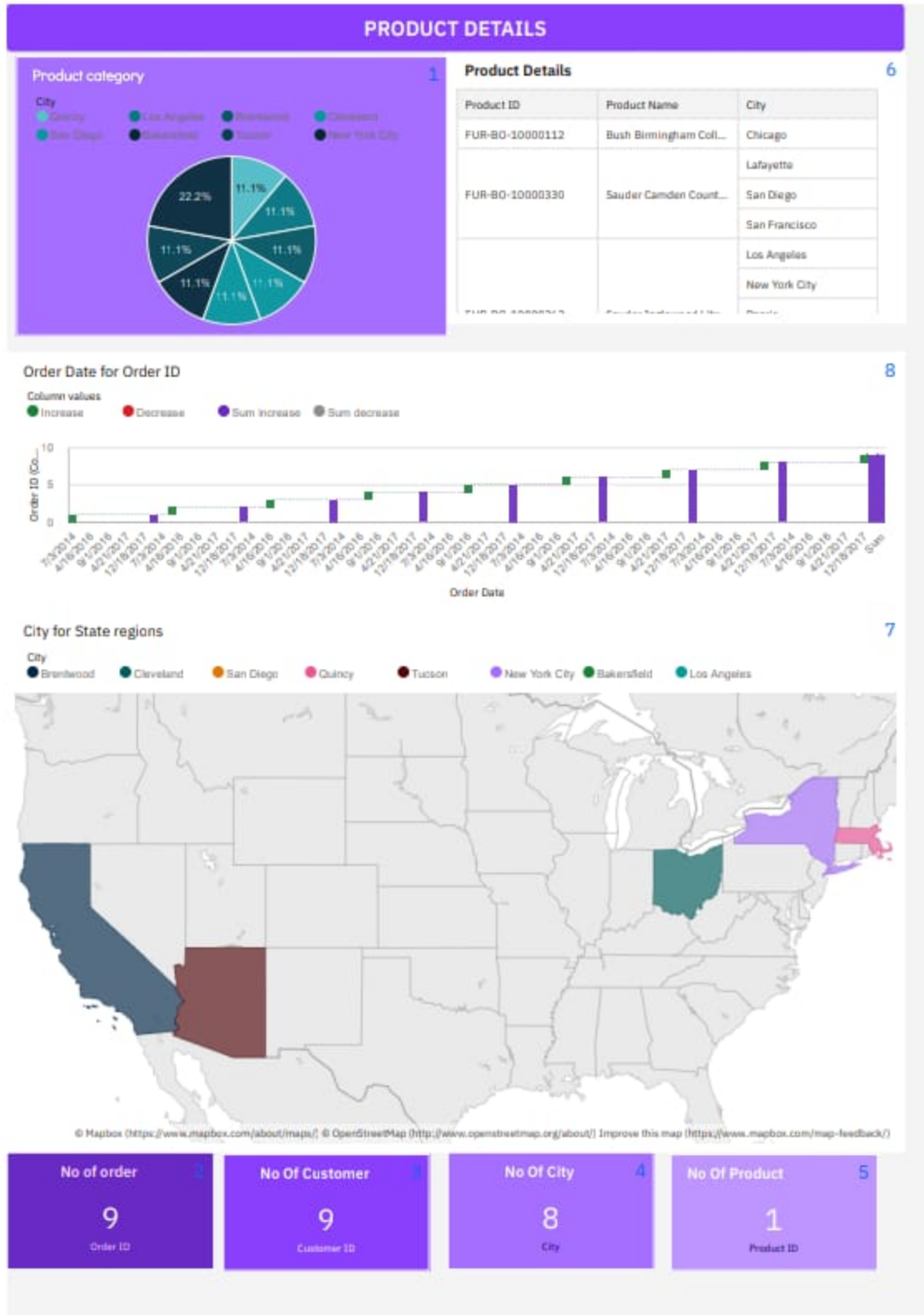
- Understand the numbers and the customers.

Gathering data just for the sake of having it is a waste of time and money. You should be able to understand the numbers through the prism of consumer behavior. Marketing tools give a vast amount of information, but they are not built for cross-channel reporting. That said, when you are looking at data in isolation, you can't see the big picture, and you can easily make mistakes and wrong decisions. As your marketing stack grows, [having all your data in one place](#) will give you a clear picture of users' behavior and detect areas for improvement.

5 FLOWCHART



6 RESULT



ORDER DETAILS

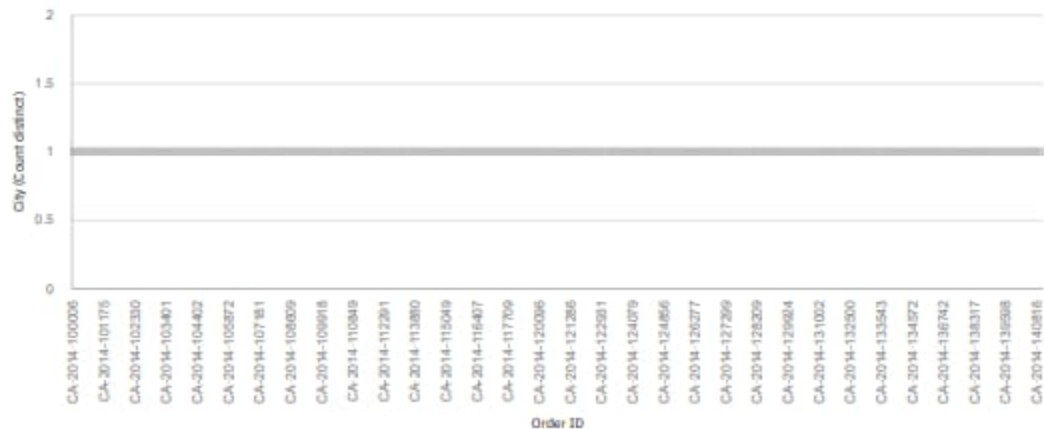
Click to edit title

City	Ship Date	Order ID
Aberdeen	11/14/2017	CA-2017-167976
Abilene	12/13/2017	CA-2017-165099
Akron	5/20/2014	CA-2014-164224
	11/30/2014	CA-2014-111360
	2/19/2015	US-2015-147662
	8/18/2016	CA-2016-136770
	12/30/2016	CA-2016-102596
	5/18/2017	CA-2017-166576
	6/29/2017	CA-2017-105074
	9/9/2017	CA-2017-109757
	9/13/2017	CA-2017-147403
	10/24/2017	CA-2017-147277
Albuquerque	4/1/2014	CA-2014-100881
	10/10/2014	US-2014-134054
	1/3/2015	CA-2014-152345
	3/18/2017	CA-2017-106859
	9/28/2017	US-2017-103226
	10/18/2017	CA-2017-168655

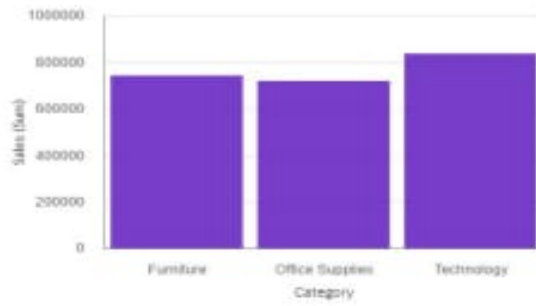
Order ID, City, Segment

Segment

Consumer Corporate Home Office



Sales by Category



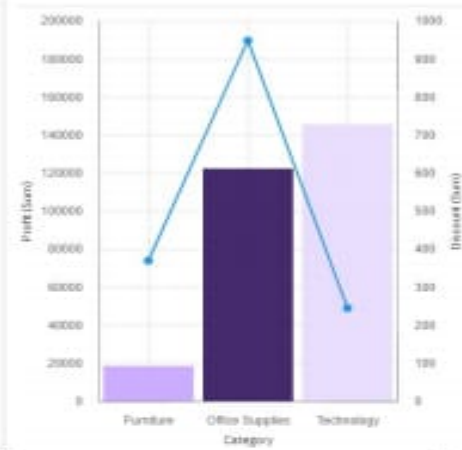
Sales
\$22,638.48
Sales

Quantity
37,873
Quantity

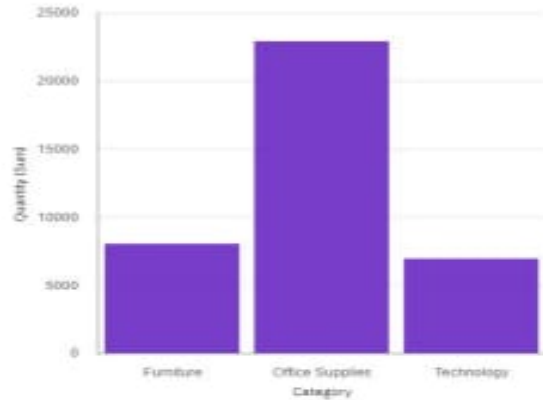
Discount
1561.09
Discount

Profit
USD 286397.02
Profit

Category and Discount for Profit colored by Discount



Quantity by Category



Category

Nodes

Bottom 5

Category

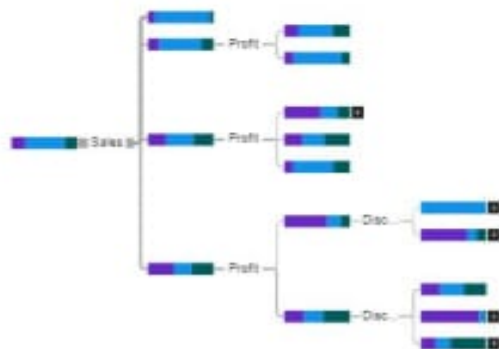
Furniture

Office Supplies

Technology

Target category

Office Supplies



7 ADVANTAGES & DISADVANTAGE

- ✓ Track shopper's buying journey
- ✓ Personalized experience
- ✓ Improved buyer [sentiment analysis](#)
- ✓ Finding the Right Target Audience and its Capitalization
- ✓ Tracking business goals online
- ✓ Helps you monitor the progress of your mission
- ✓ Helps to increase efficiency
- ✓ Helps you be to be updated

Disadvantages

- Lack of alignment, availability and trust
- Lack of Commitment
- Low quality of underlying transactional data

8 APPLICATIONS

Every business, irrespective of its size and domain, is turning digital. Even our retail stores are setting up eCommerce websites to showcase their products online and boost their revenue. But running an eCommerce store is not as simple as running a retail store. Things are different in the virtual world, and the strategies working in the real world may not work the same way on the internet platform. That is when the need for eCommerce analytics comes into the picture.

When you operate online, there are multiple activities on which you must keep a tab, such as how customers are reaching your online store, which pages they visit, and what's the dragging factor behind their purchase. The eCommerce analytics tools will allow you to analyze your eCommerce site and grab all the crucial data that you can use to bring more engagement to your online business.

9 CONCLUSION

1. Capture, store, and organize customer data.
2. Analyze and make decisions with that data.

When all of your marketing activities are guided by a single data repository, you can better ensure an effective **multichannel experience** for every customer and facilitate activation of high-priority marketing strategies.

Numerous your customer analytics will point you in a clear direction for your next move. But if you aren't sure exactly what a certain data point means, use [A/B testing](#) to test out your hypothesis on different customer subsets before committing to a change.

10 FUTURE SCOPE

1. Mobile is on Move
2. Mobile Wallet and App
3. Voice Search
4. Product Customization

11 BIBILOGRAPHY

1. <https://www.kaggle.com/juhi1994/superstore-analysis>

2. <https://www.ibm.com/docs/en/cognos-analytics/11.1.0?topic=stories-get-started-dashboards>