E-Commerce Analysis
August 2021-2022

from Datasets Google Cloud

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Background and Project Goals

E-Commerce uses the internet as a public network that is very fast and easily accessible. but behind these advantages there is big data that has certain patterns or trends that occur.

Understanding these trends can be an advantage for E-commerce players in improving performance, campaigns, and decisions.

1. Knowing **top selling** **product category**
2. Identifying the **most customer segment** **buying** by **product category**
3. Look deeper into **monthly sales patterns** to see the **best activity against the trend**

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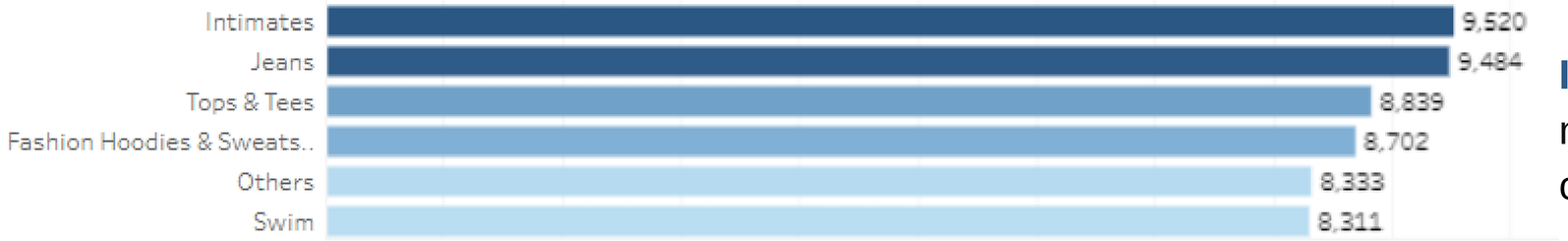
Top **selling** **product category**



Intimates and Jeans **Category dominates** the market with **Average Sales** is **9502**. They contributed **36.66%** on total sales

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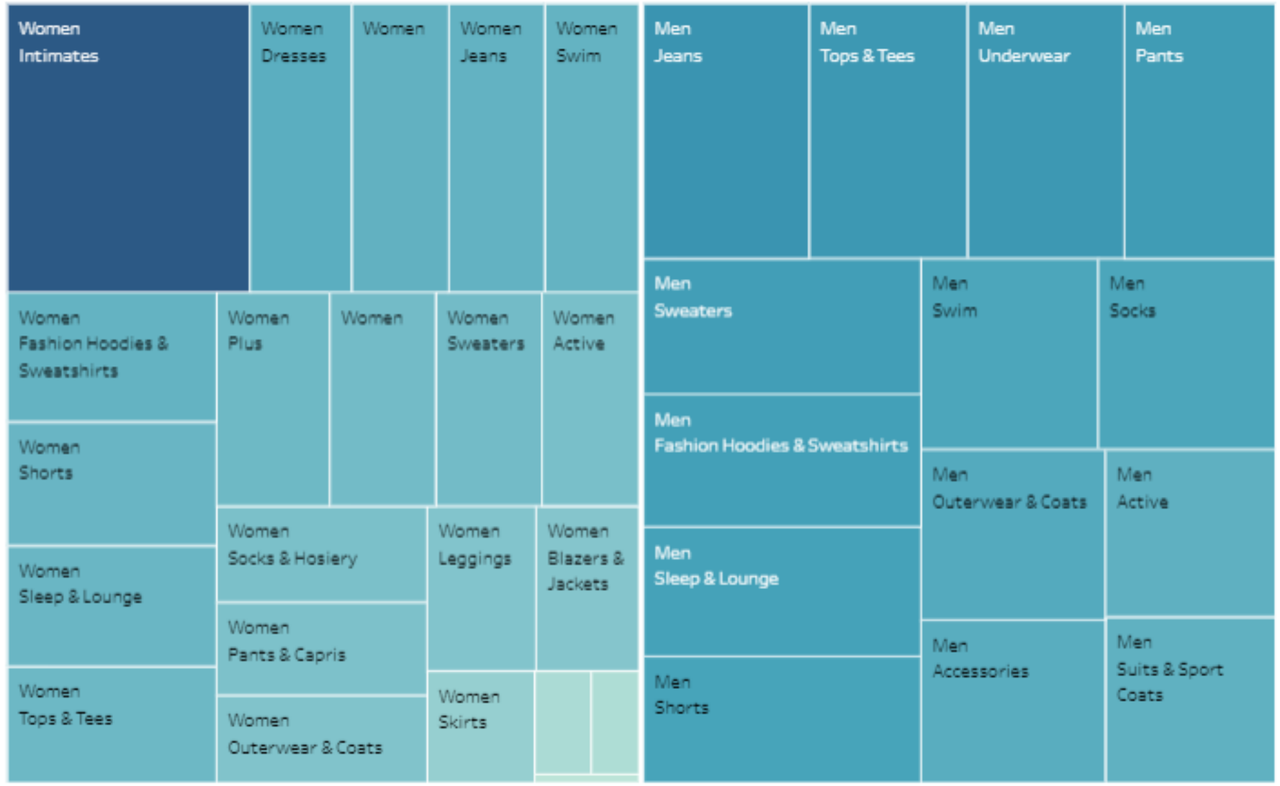
Best **selling** costumer segment by **category product**

100%

Intimates buyer is Women.

50:50

Comparison between **male and female** buyers



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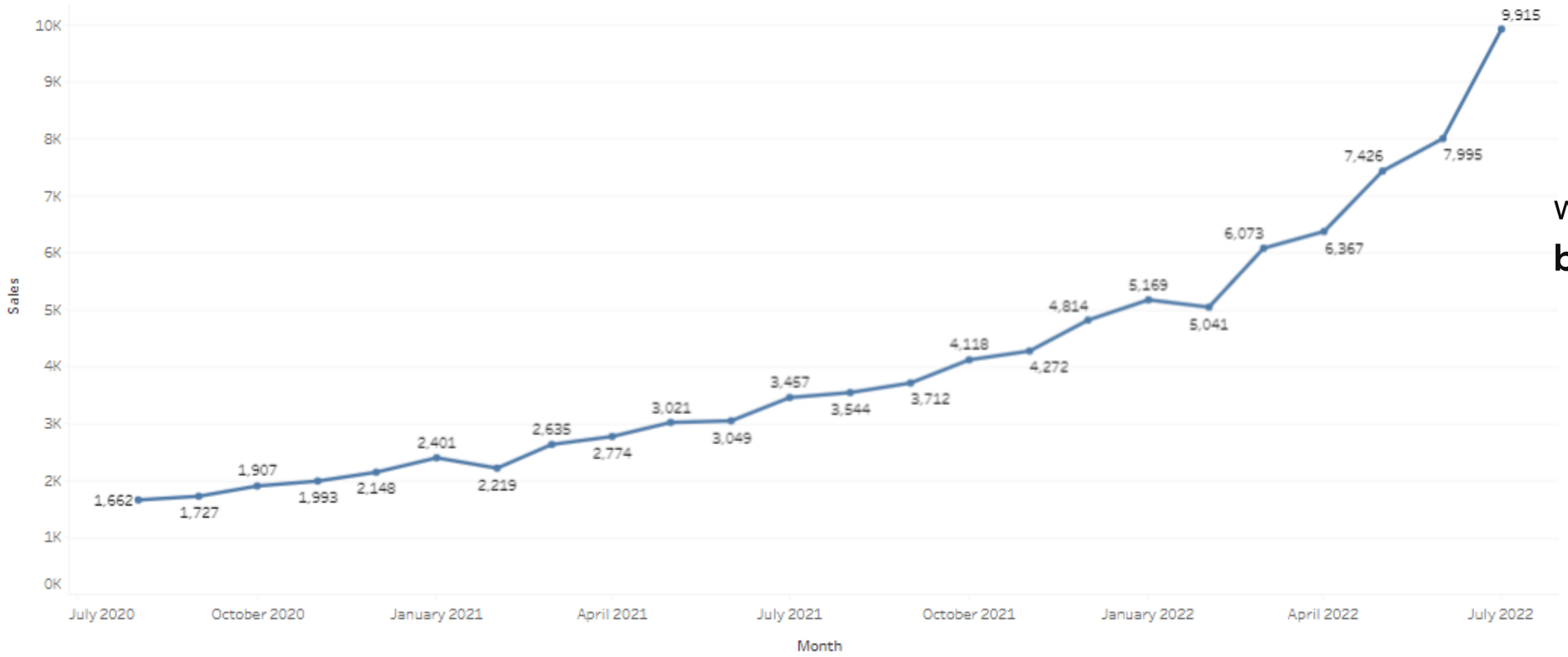
Month to month sales rate



Decreasing

Feb 2020 **7.6%**
Feb 2021 **2.5%**

we can **closed sales** at **24%** **better** than before in **July 2022**

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Recomendation

1. **Campaign focused** on the **top 5 categories** especially in the **Intimates and Jeans category** because they contribute **36.66%** of **total sales**.

2. **Women's interest** is the **key** to **selling** products in the **intimates category**

3. **Find out what happened** in **Feb** that is **important** as a decision to come, or can **make new innovations** during **Feb** to try to **maintain the upward sales trend**.

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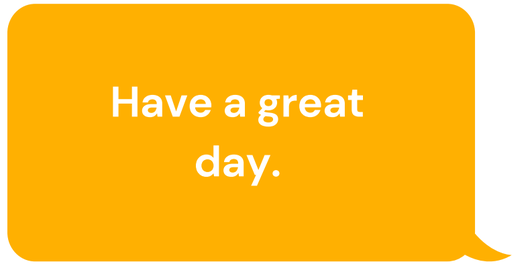
Thank You!