

ANALYZING ECOMMERCE BUSINESS PERFORMANCE

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CONTEXT

The online retail store has hired you as a consultant to analyze their data and provide insights to the CEO and CMO. The management wants to identify the major factors contributing to revenue and plan strategically for next year. They want to view metrics from both operations and marketing perspectives and seek guidance on areas performing well.

They also want to view demographic-based metrics. You need to provide analytics and insights to evaluate the current business performance and suggest metrics for expansion.

KEY OBJECTIVES

- Revenue Analysis
 - Analyze revenue generated over time, by country, Minor and Major categories
 - Analyze the number of invoices over time, by country, Minor and Major categories
 - Get the grand total of the platform's revenue
 - Get the grand total of the number of invoices
- Stock Analysis
 - Analyze the amount of products purchased over time, by countries, minor and major categories
 - Get the grand total of the number of products purchased overtime, by countries, minor and major categories.

GOOD LUCK