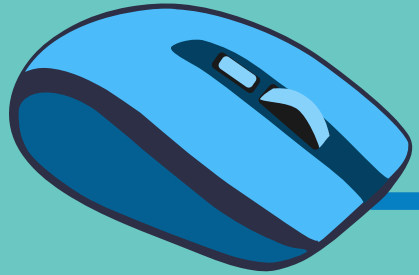




ONLINE SHOPPING

E-COMMERCE EDA

Fransiskus Alvin Andriyanto



INTERNET SHOPPING

E-COMMERCE

01 Background

02 Define Goals

03 Data Analysis & Insight

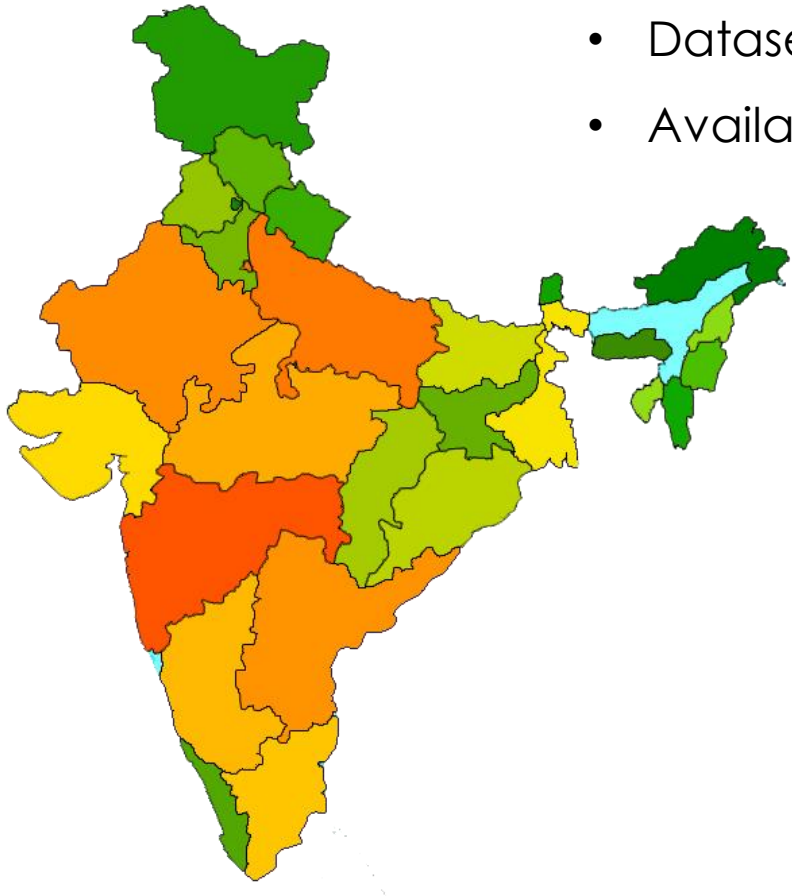
04 Suggestion & Conclusion

OUTLINE



Background

Background



- Dataset taken from one of Ecommerce in **Benroshan, India**
- Available transaction data period : **April 2018** until **March 2019**



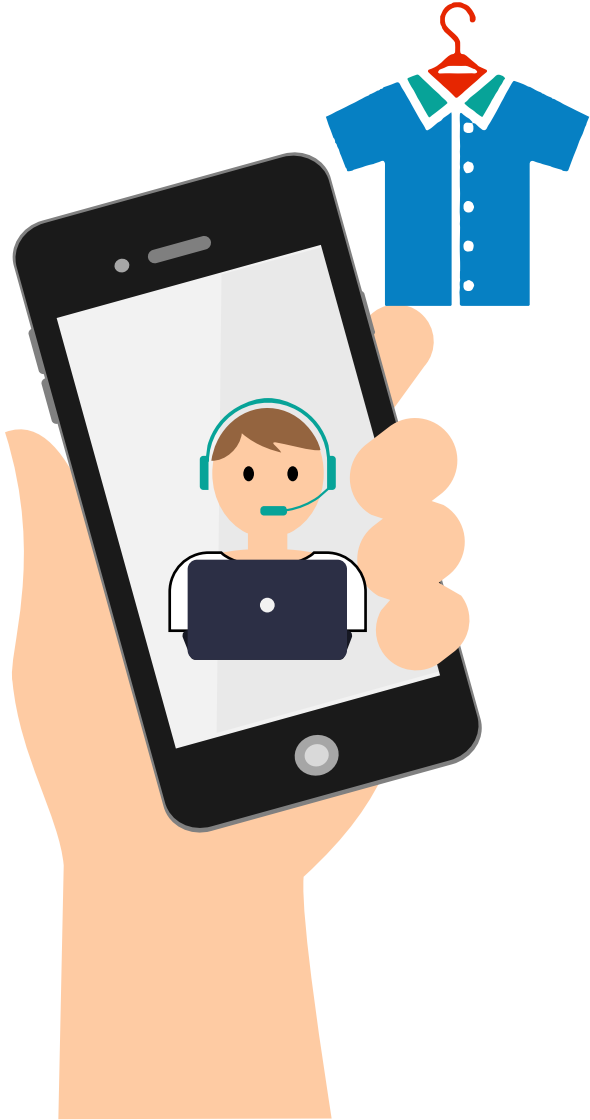
kaggle

<https://www.kaggle.com/benroshan/ecommerce-data>



Goals

Goals



- **Boost** food and beverages **sales** through **transaction data analysis**
- **Reduce losses** through **stock optimization**

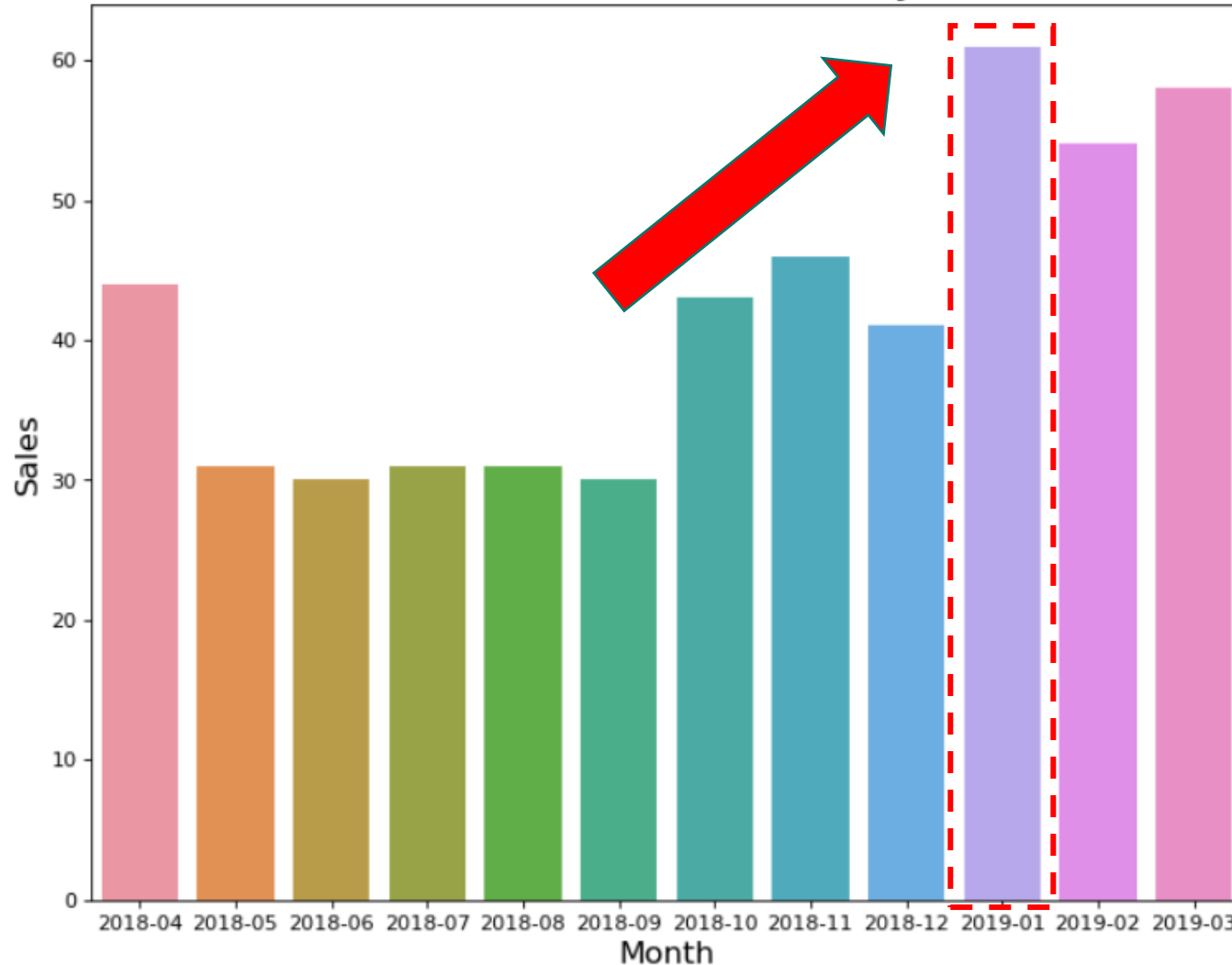




Data Analysis & Insight

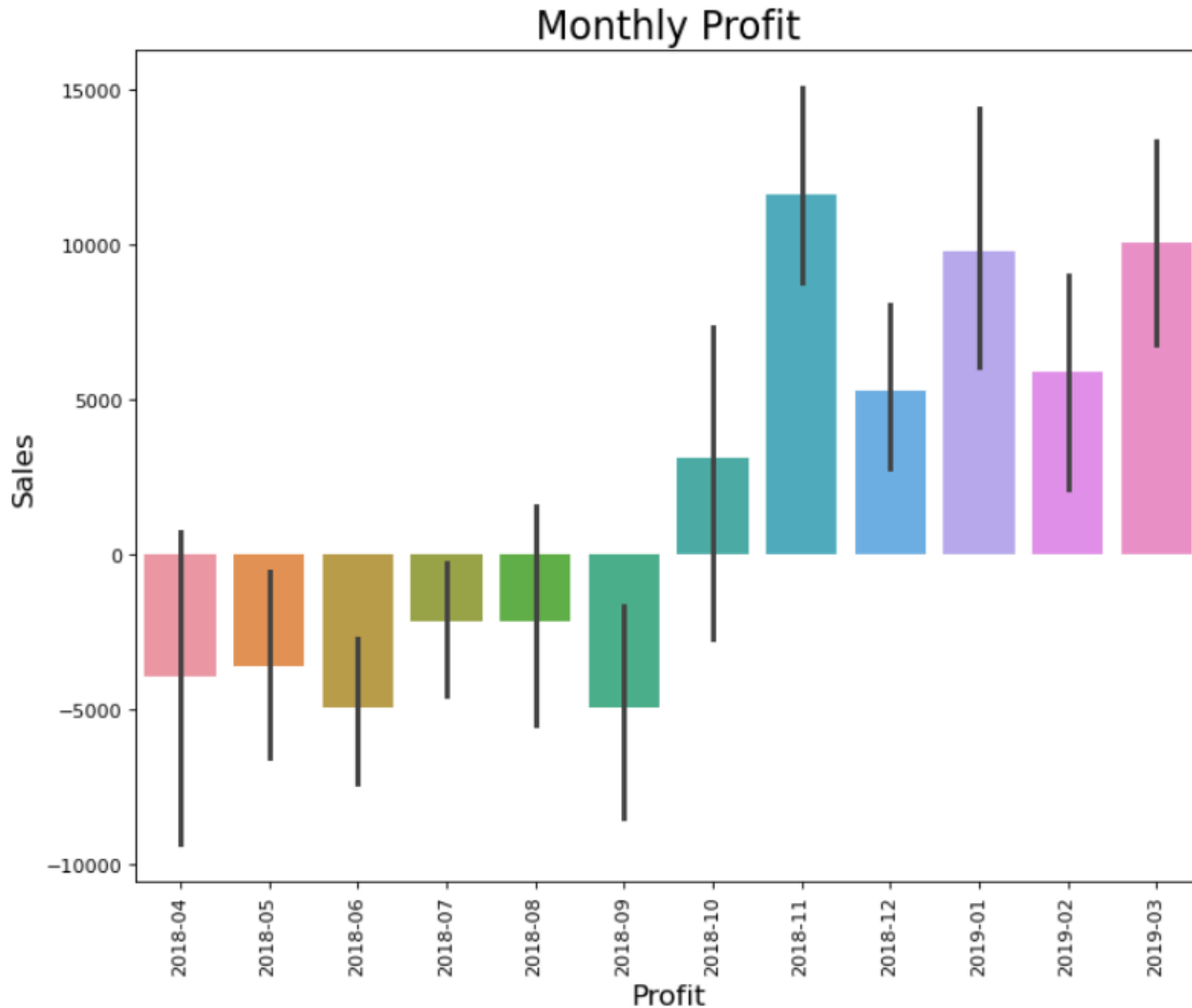
Data Analysis & Insight

Sales (Count of Transaction) By Month



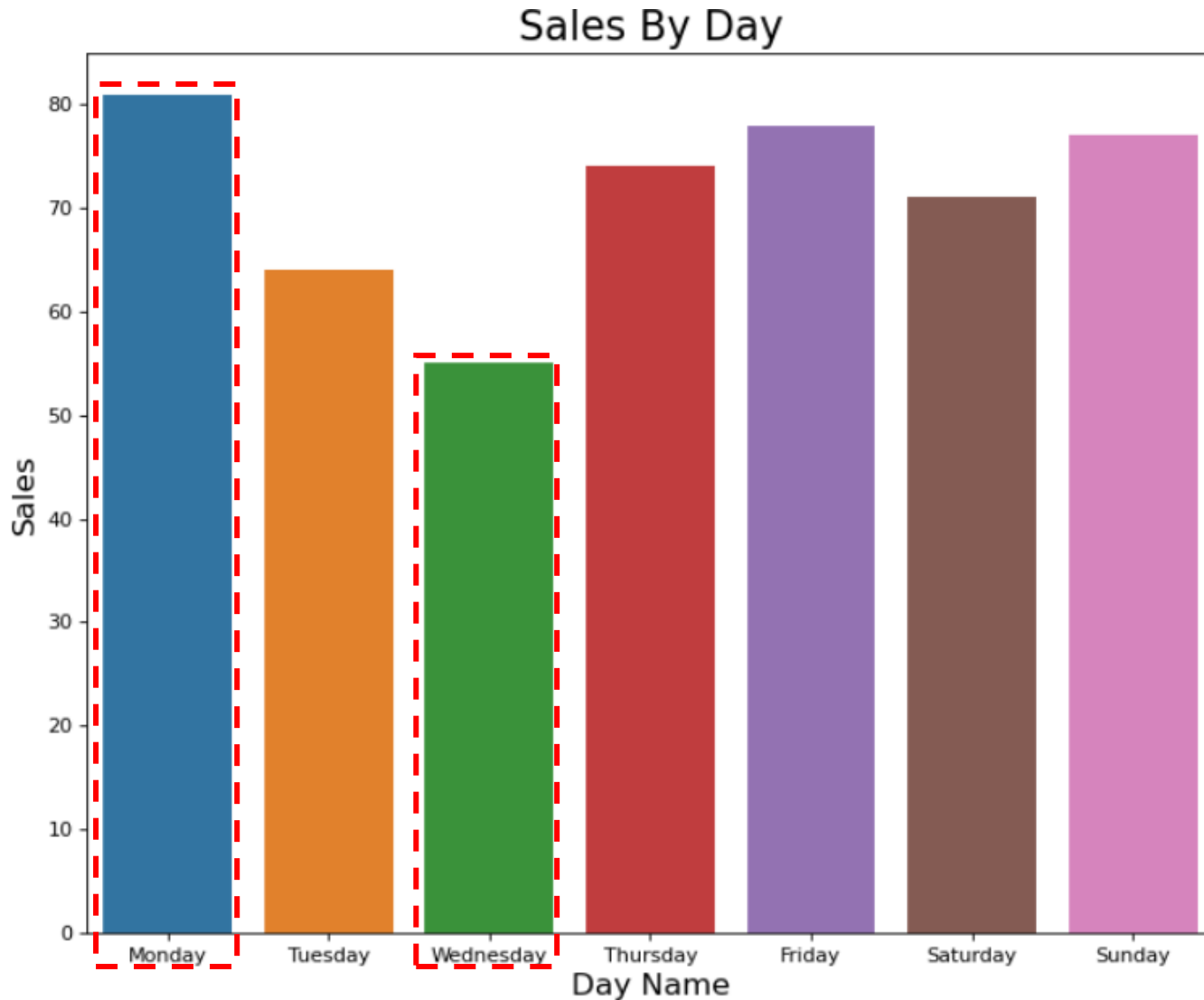
- Sales Transaction quite **steady** between **May - Sept 2018** and start to **increasing after Sept 2018**
- **Peak** sales transaction is occurred on **January 2019**

Data Analysis & Insight



- **Negative profits** occurred during first **6 months** (Apr-Sept 2018) → Assumption still burning money big discount for promotion
- **Profits** start **turn into** positive by **October 2018 onward**

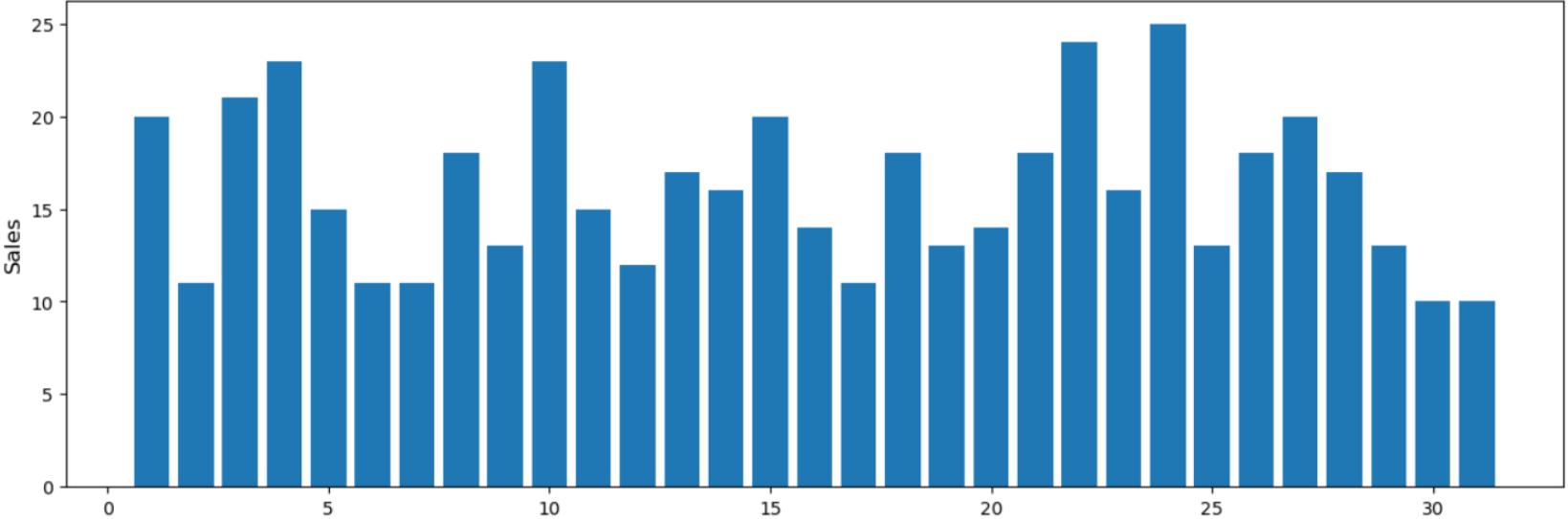
Data Analysis & Insight



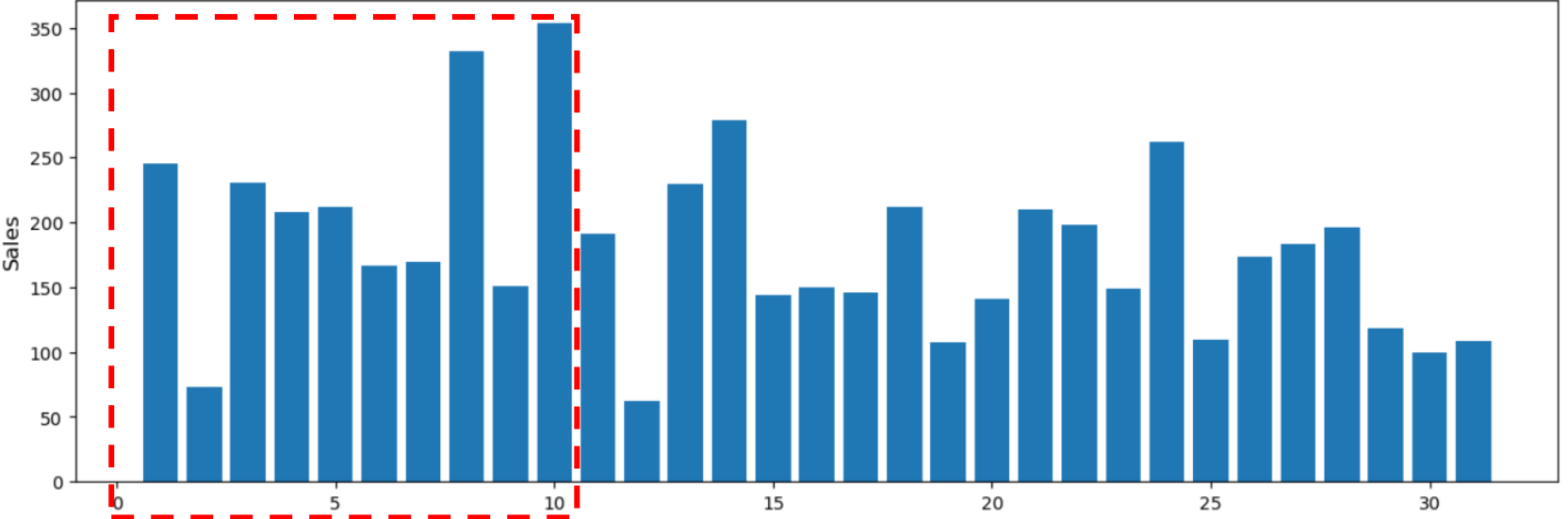
- **Most transaction** occurred on **Monday**
- **Least transaction** occurred on **Wednesday**

Data Analysis & Insight

Sales (Count of Transaction) By Date

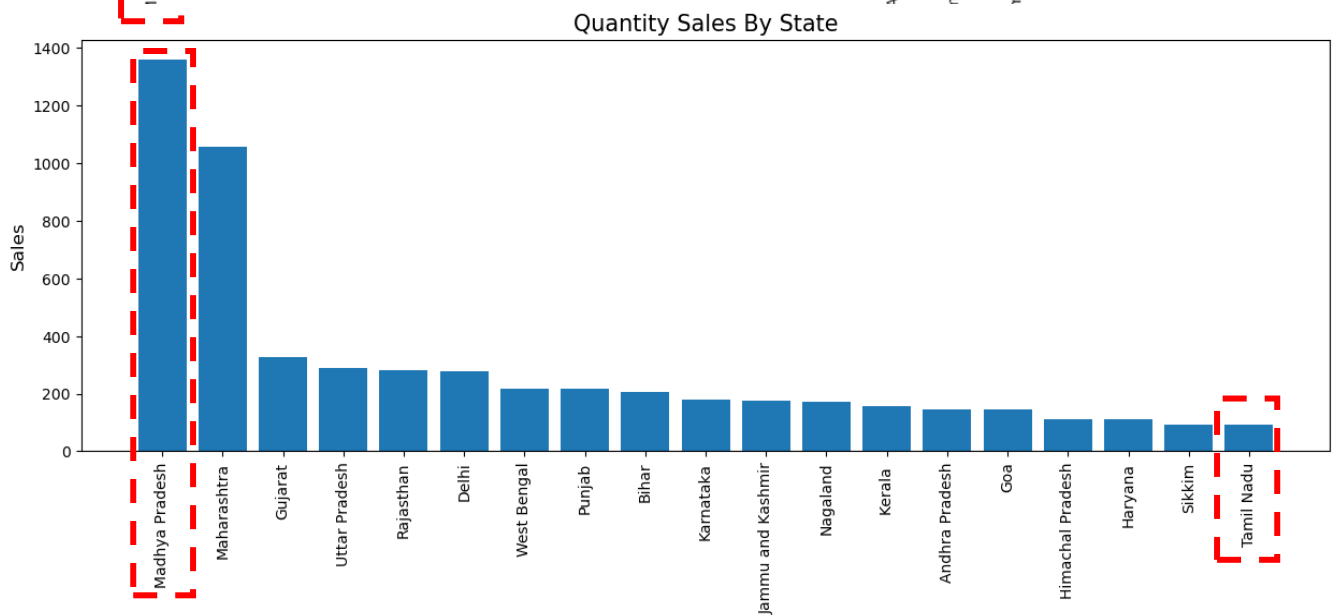
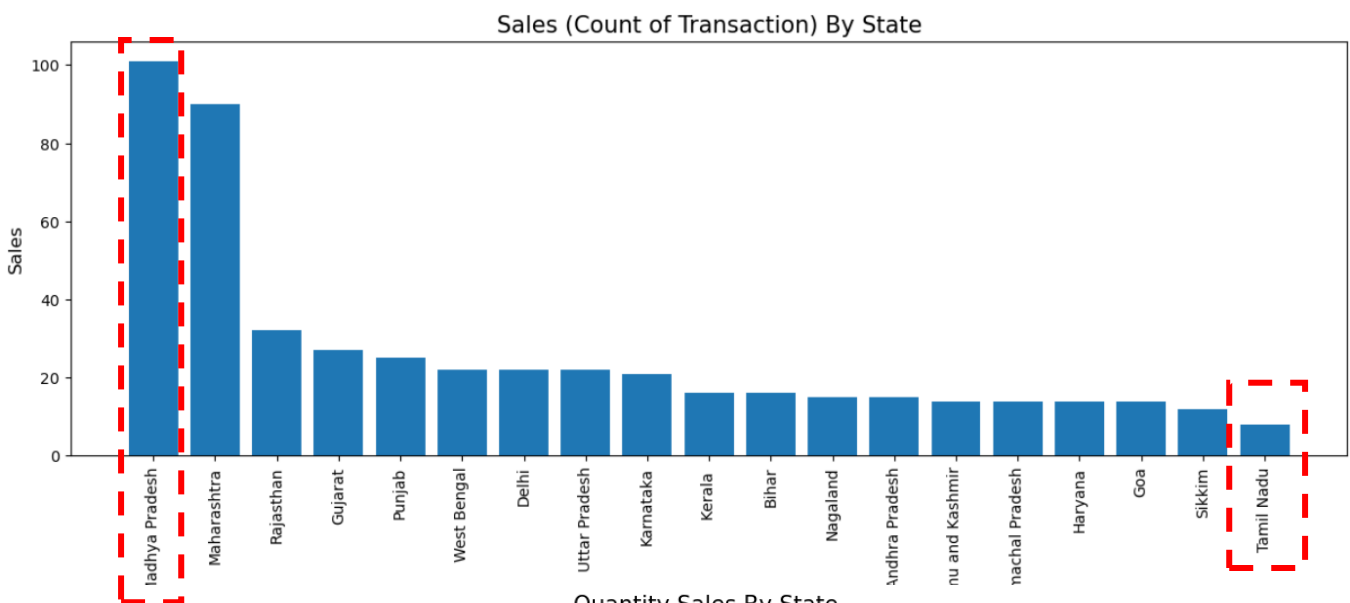


Quantity Sales By Date



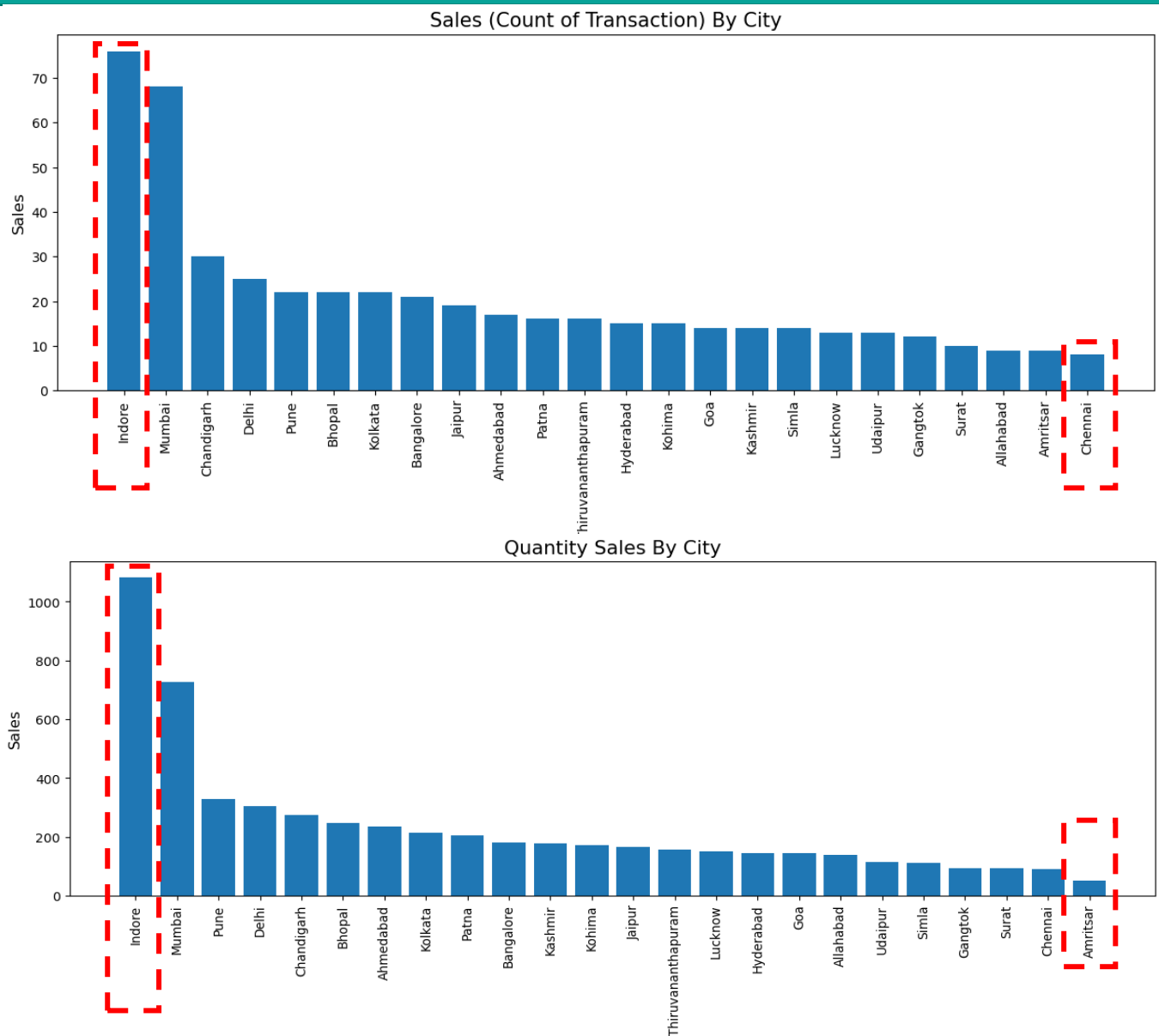
- Customer in India tend to buy more on the beginning of the month

Data Analysis & Insight



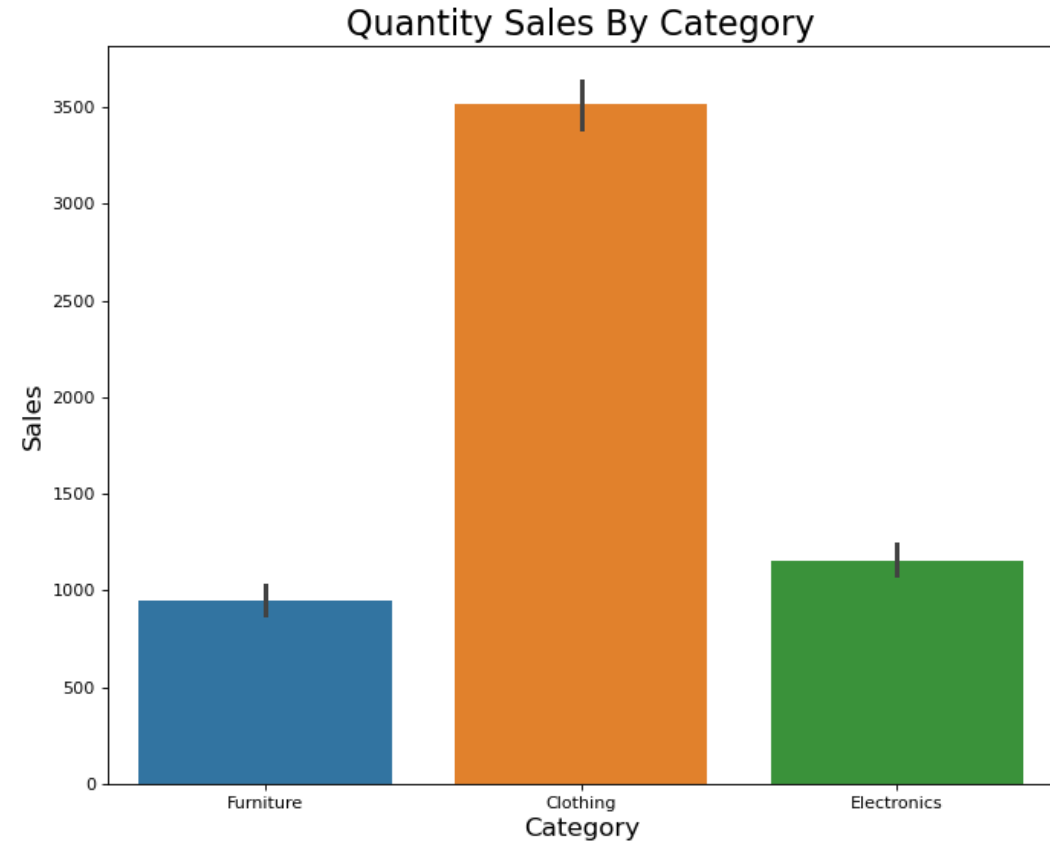
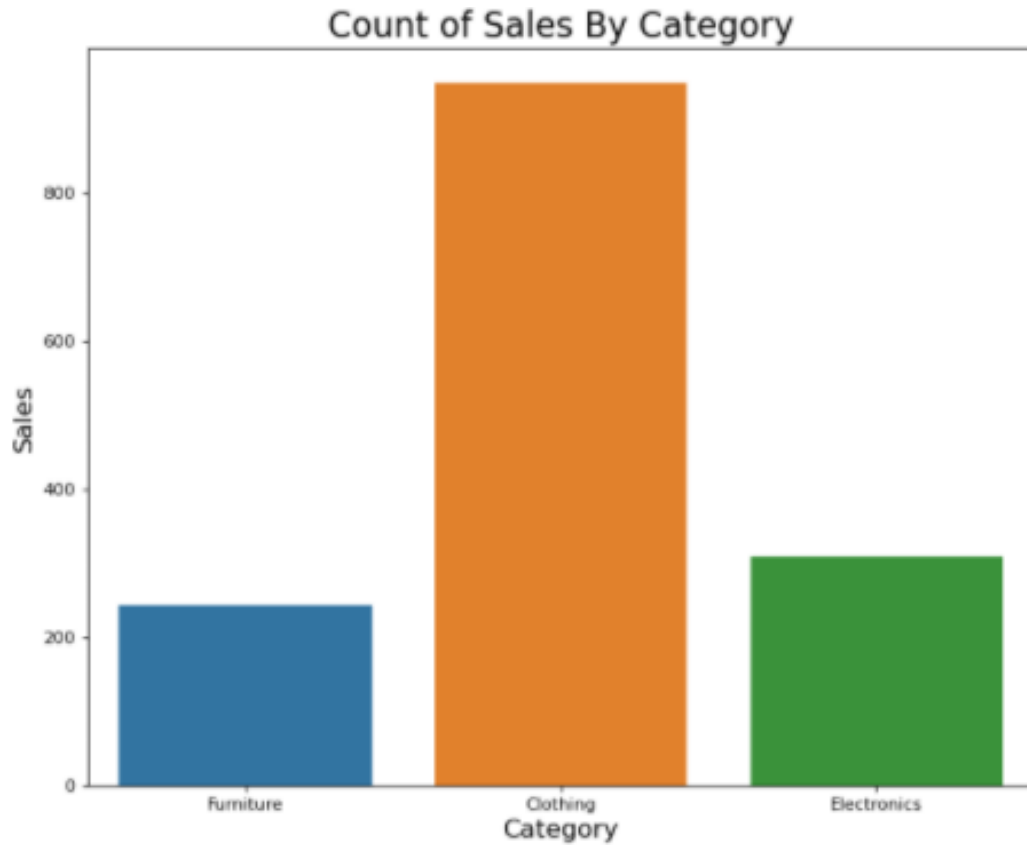
- **Madhya Pradesh State** has the **highest** both **quantity sales** and **count of transaction sales**.
- **Tamil Nadu State** has the **lowest** both **quantity sales** and **count of transaction sales**.

Data Analysis & Insight



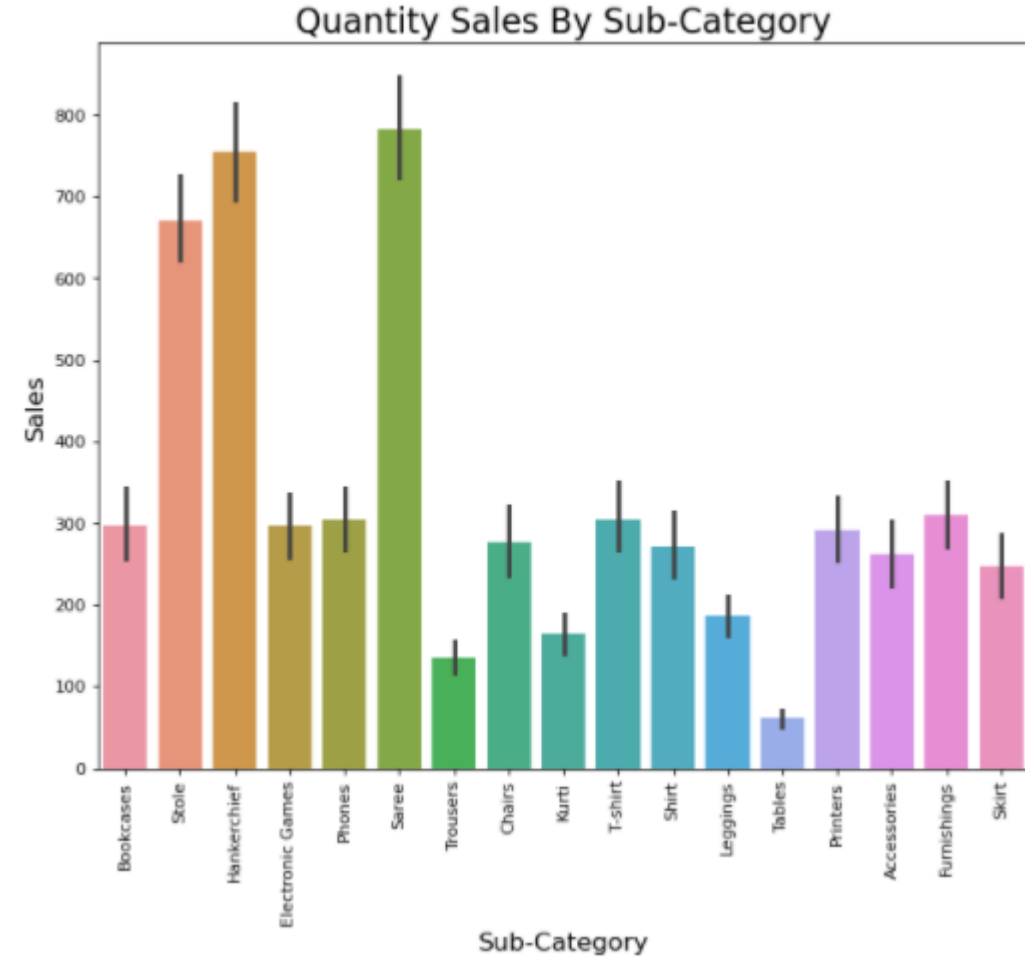
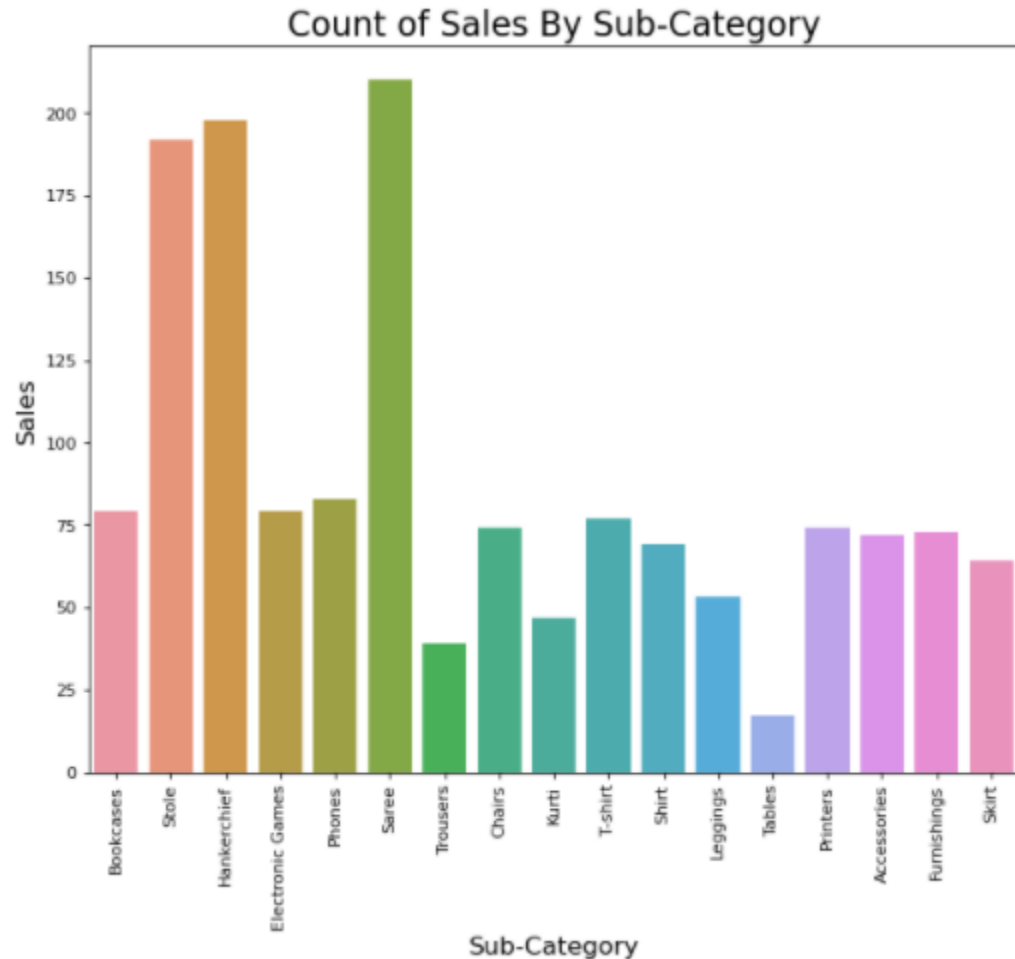
- **Indore City** has the **highest** both **quantity sales** and **count of transaction sales**.
- **Amritsar City** has the **lowest quantity sales**
- **Chennai City** has the **lowest count of transaction sales**

Data Analysis & Insight



- **Clothing dominates** both **quantity sales** and **transactional count sales**
- **Furniture** has **the least transactional count sales** and **quantity sales**

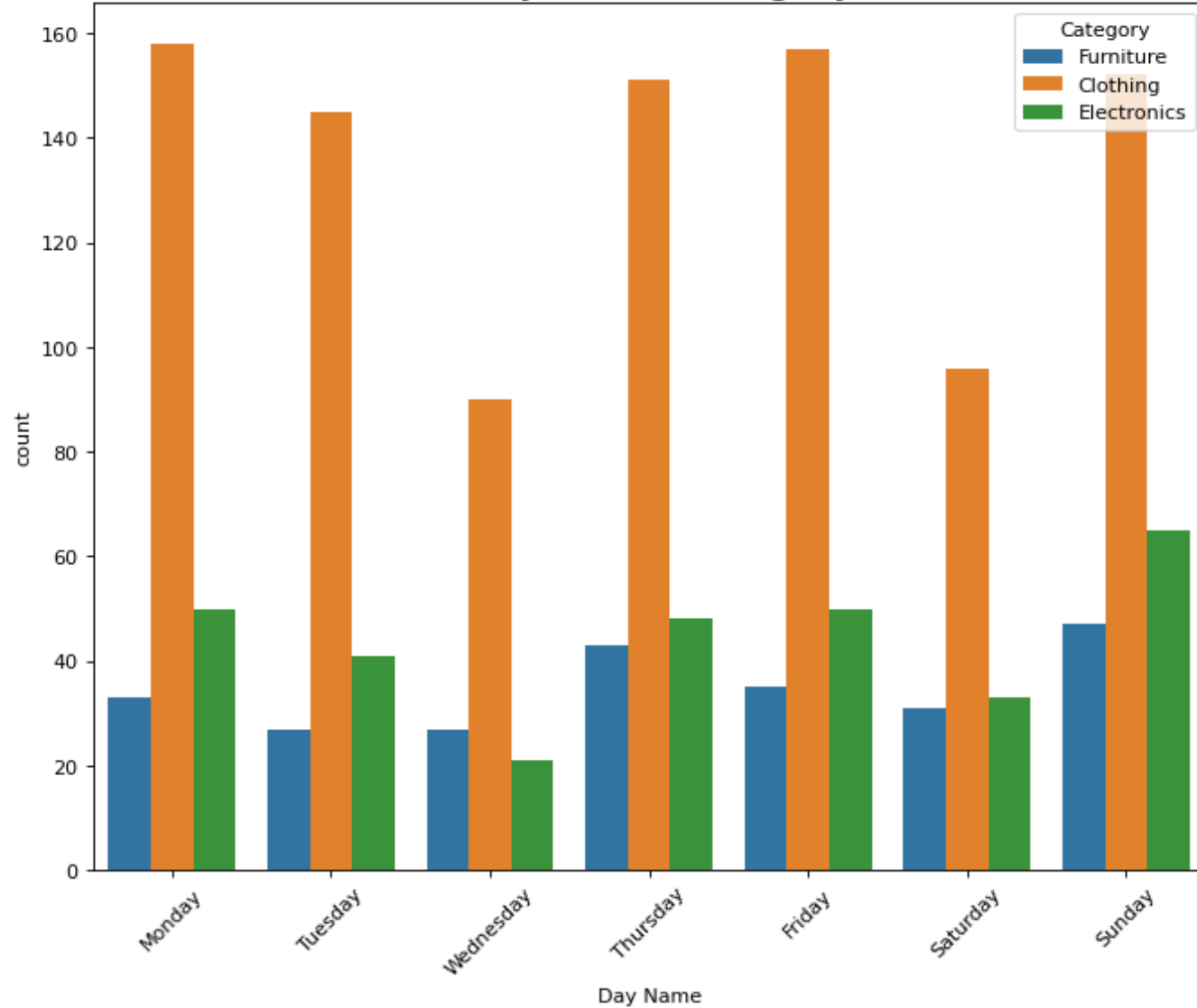
Data Analysis & Insight



- **Saree, Hankerchief, Stole** have **the most sales in quantity** and **count of transaction**, yet **not in a good rank position for average item sold/transaction** (Hankerchief 5th position, Saree 9th position, Stole 14th position)
- **Furnishing** has **the most average item sold/transaction** yet **number of transaction** only sat in 9th rank position

Data Analysis & Insight

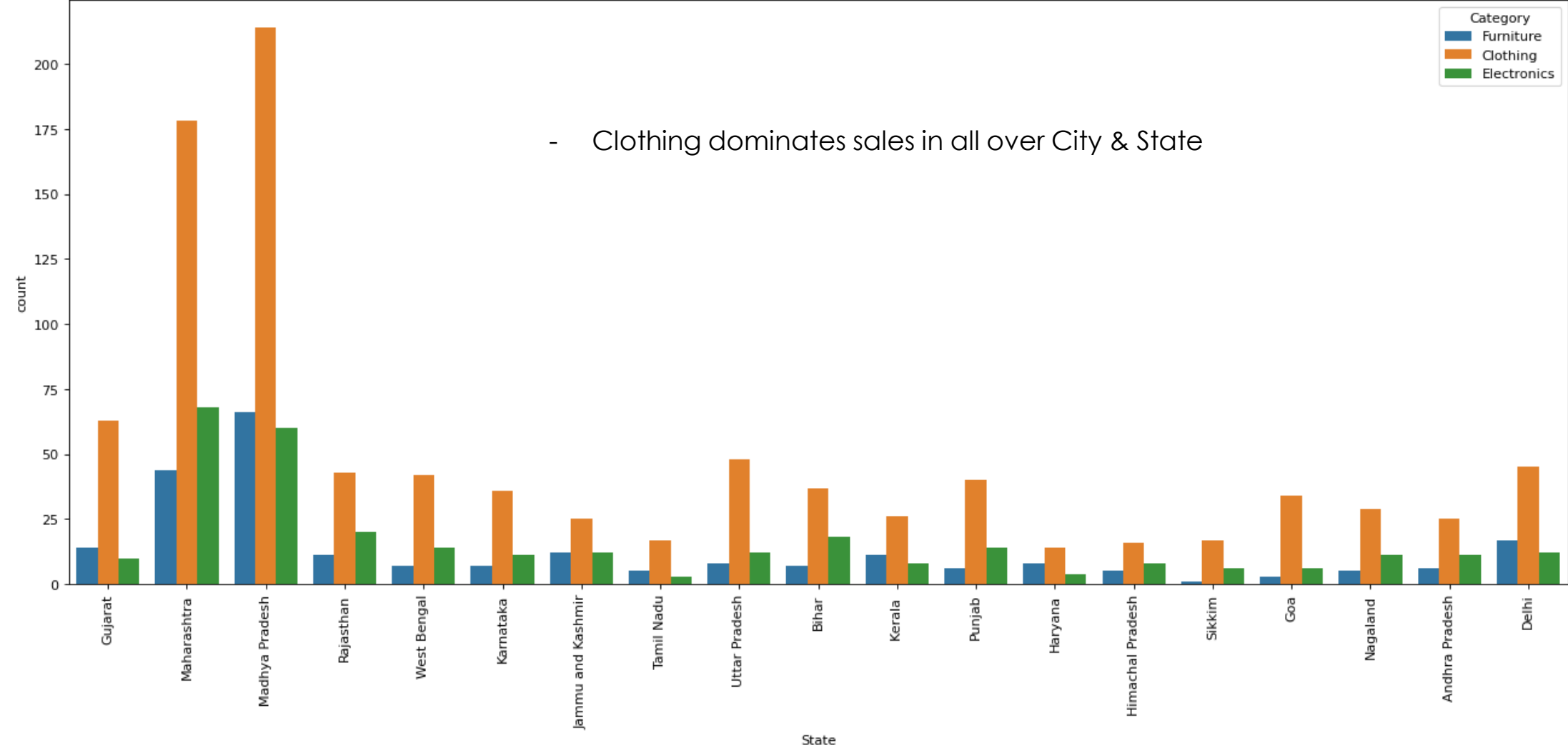
Daily Sales Category



- Daily Sales (Count of Transaction) is dominated by Clothing Category
- Furniture category places second rank of sales in Wednesday, other than that, places in last position

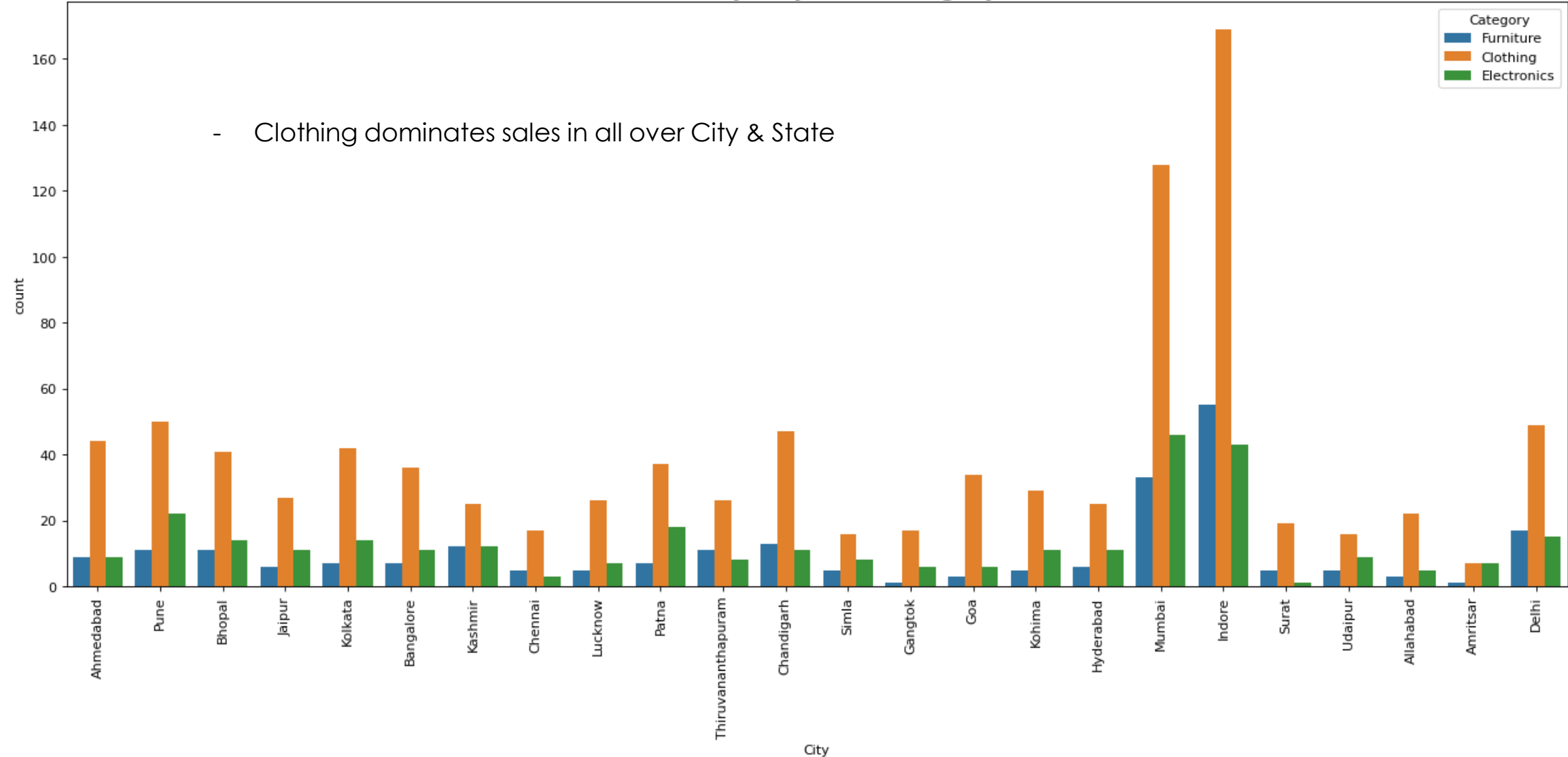
Data Analysis & Insight

Sales By State and Category



Data Analysis & Insight

Sales By City and Category





Suggestion & Conclusion

-
- A stylized illustration of a man in a dark blue shirt and pants, holding a black laptop. He is standing next to a dark blue shopping cart filled with various items, including a red apple, a green shoe, a blue shoe, a yellow shirt, a green box, and a purple eggplant. The background is white.



Impact

Date	Before	After
1	245	354
2	73	354
3	231	354
4	208	354
5	212	354
6	167	354
7	170	354
8	332	354
9	151	354
10	354	354
11	191	191
12	62	62
13	230	230
14	279	279
15	144	144
16	150	150
17	146	146
18	212	212
19	108	108
20	141	141
21	210	210
22	198	198
23	149	149
24	262	262
25	110	110
26	174	174
27	183	183
28	196	196
29	118	118
30	100	100
31	109	109
Total	5,615	7,012



Increase Sales : 25% !





THANK YOU