

## Discussion and recommendations

### **Hypothesis**

- There is a significant difference in the average order total between different payment methods.
- Certain product categories have a higher likelihood of being canceled or refunded.

### **Answers**

- From the TTest results, the P-value is 0.0744 which is above the expected P-value of 0.005 means we can accept the hypothesis that there is a significant difference in the average order total between different payment methods.
- From the Anova results, the P- value is 0.1106 which is above the expected P-value of 0.05 means we can accept the hypothesis that there are certain product categories that have a higher likelihood of being canceled or refunded.

### **Findings**

- From the pie chart showing the different payment methods with respect to order total, we can see that “internetbanking” and “cashdoorstep” payment method brings more revenue to the company compared to other payment methods.
- Similarly, from the bar charts showing the different product categories with respect to order total, we can see that “Mobile&Tablet” and “Appliances” brings more revenue to the company compared to others.
- From the Categories vs Order status column chart, we can see that “Beauty&grooming” and “Soghaat” had more complete orders compared to others. While “Soghaat” and “Men’s Fashion” has more order that were cancelled and refunded.

### **Recommendations**

- More resources should be created to improve the payments methods (“internetbanking” and “cashdoorstep”) that bring more revenue to the company.
- Similarly, more “Mobile&Tablet” and “Appliances” products should be added as it appears there is a good probability of Pakistan customers buying these products.
- Also, it appears that more orders using the “Cod” payment method were cancelled, so it should be removed to reduce the probability of an order getting cancelled.