E-commerce Analysis Insights

- **Delhi, Chennai, Jaipur** are the cities Identified with Highest Number of Customers.
- From the Analysis we can conclude that as the number of **orders increases** customer **count decreases**.
- The Company experiences the **Occasional shoppers** the most i.e. least number of orders.
- Electronics category is found to be of **high demand** among the customers and need the most focus.
- As per Sales Trend Analysis **Feb 2024** comes out to be the month of highest Sale **decline**.
- Analysis yields **December** with the highest change in Average order value.
- As per Analysis **Product_ID – 7** has the highest turnover rates and needs to be restocked frequently.
- The growth trend in customer base shows a downward Trend which implies that the marketing campaign are not much effective.
- From the Analysis Peak Sales Period identified for the month of September and December , hence will require major stocking of products and increased staffs.