

E-Commerce Analytics

Stage 1

- Study the data well
- Come up with a whole set of thoughts on how to increase the profit of an ecommerce venture by analysing the data available

Stage 2 (simple analysis)

- Age and Gender report
- Region specific reports on revenue based on population, young population,
- From which city are new users emerging
- Average number of new customers in each month
- New customers Vs Returning customers trend
- What products customers ignore
- Which are the best performing products
- How much are individual products earnings
- Revenue trend in different time spans
- Seasonal inflections in the sale
- Loyal customers
- Customers at risk
- Any motivations for buying(like discounts), how often customers buy
- Customers who try new products(to send new product views and nurture streams)
- Forecast the sales of a product
- Inactive customers
- What price should be offered for the products and when?
- Correlation matrix between products and customers
- Clustering and segmentation of customers based on their purchase history, money spending, etc.

Stage 3 (combine stage 1 and stage 2 to produce useful results)

- Ecommerce Analytics to Build an RFM Model
- How can you do target marketing based on RFM categories
- Is there any effects after marketing, discounts, etc
- Low AOV customers
- Importance of cross sell and up sell in e-commerce
- Market basket analysis.