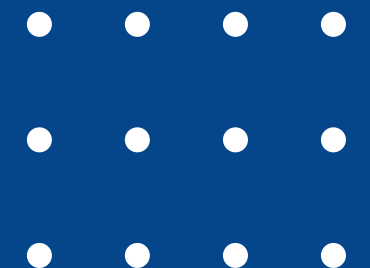# HABIBAH DIAN KHALIFAH

Mini Project 2

E-commerce Analysis (Jul - Dec 2022)

# Data Visualization with Looker Studio

Looker Studio is a powerful data analytics platform specifically designed for handling and visualizing complex e-commerce data. It enables users to integrate and process data related to order per product category, order priority, total order, profit, and shipping cost.

With Looker Studio, users can create various visualizations like donut charts, geomap charts, combo charts, and tables to analyze trends, patterns, and key metrics within e-commerce data. This platform empowers users to make data-driven decisions, optimize operations, and identify growth opportunities based on comprehensive data analysis.

E-commerce Order Distribution per Product Category

Donut chart showing the distribution of e-commerce orders per product category. The chart indicates that the fashion category dominates with the highest percentage (60.1%), reflecting a strong consumer interest in fashion products during the specified period. Other categories such as home and furniture, auto and accessories, and electronics have lower percentages but remain relevant in the product portfolio offered to consumers.

Electronic
5.4%

Auto & Accessories
14.3%

Home & Furniture
20.3%

TOTAL
ORDER
26.0 K

Fashion
60.1%
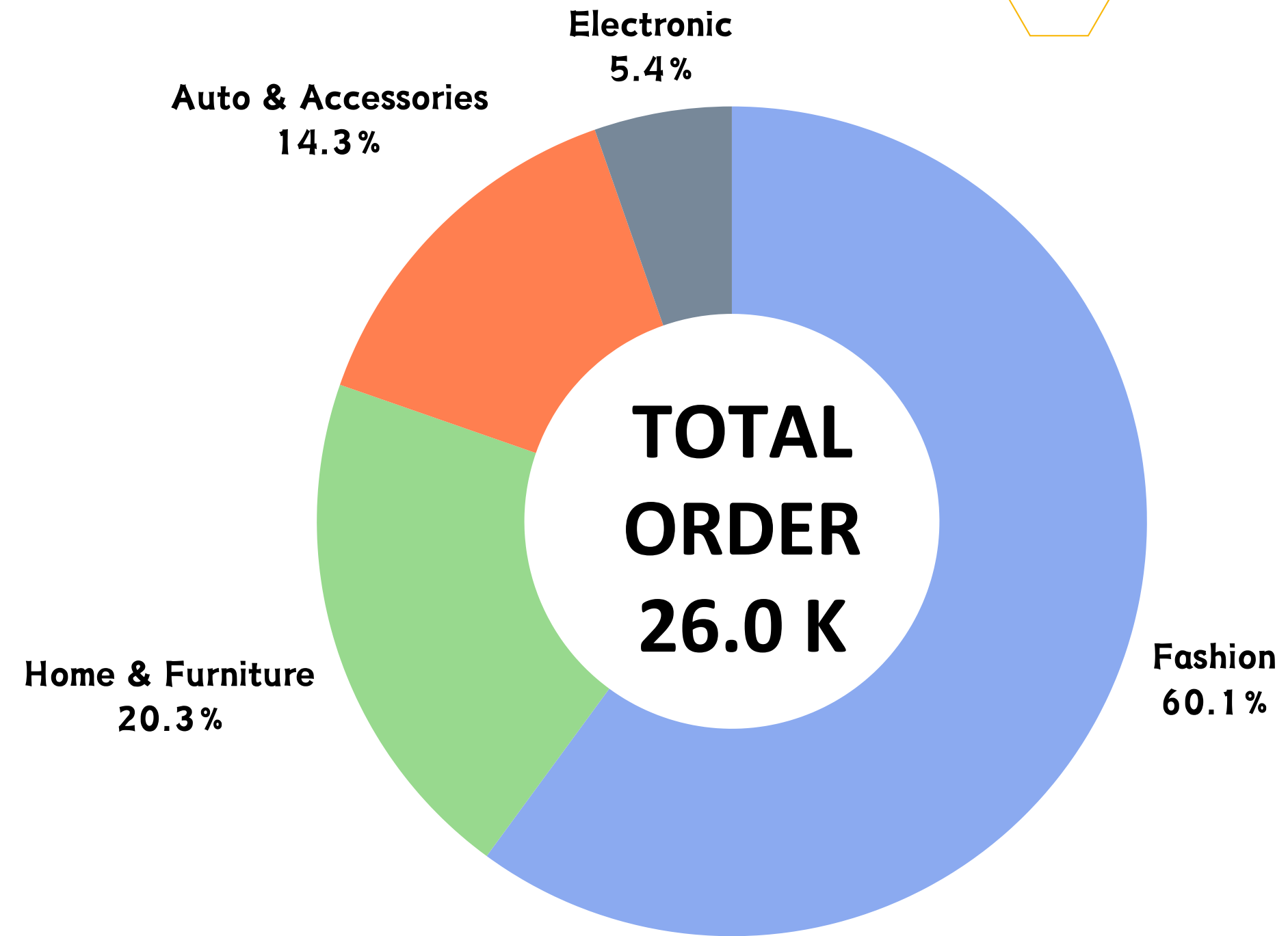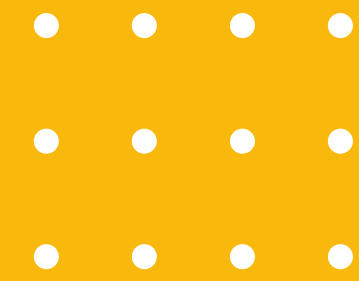
RECOMMEDANTION

01 Promotion

Recommendation to boost promotion of products with discount strategies, bundle offers, or loyalty programs to maintain consumer interest and improve customer retention.

02 Focus on Growth Potential

Recommendation to identify reasons behind the low percentage in other categories and implement more aggressive or innovative promotion strategies to enhance visibility and sales in those categories.

03 Market Trend

Recommendation to use trend data to adapt promotion strategies and product inventory in real-time, allowing the company to stay competitive and responsive to market dynamics.
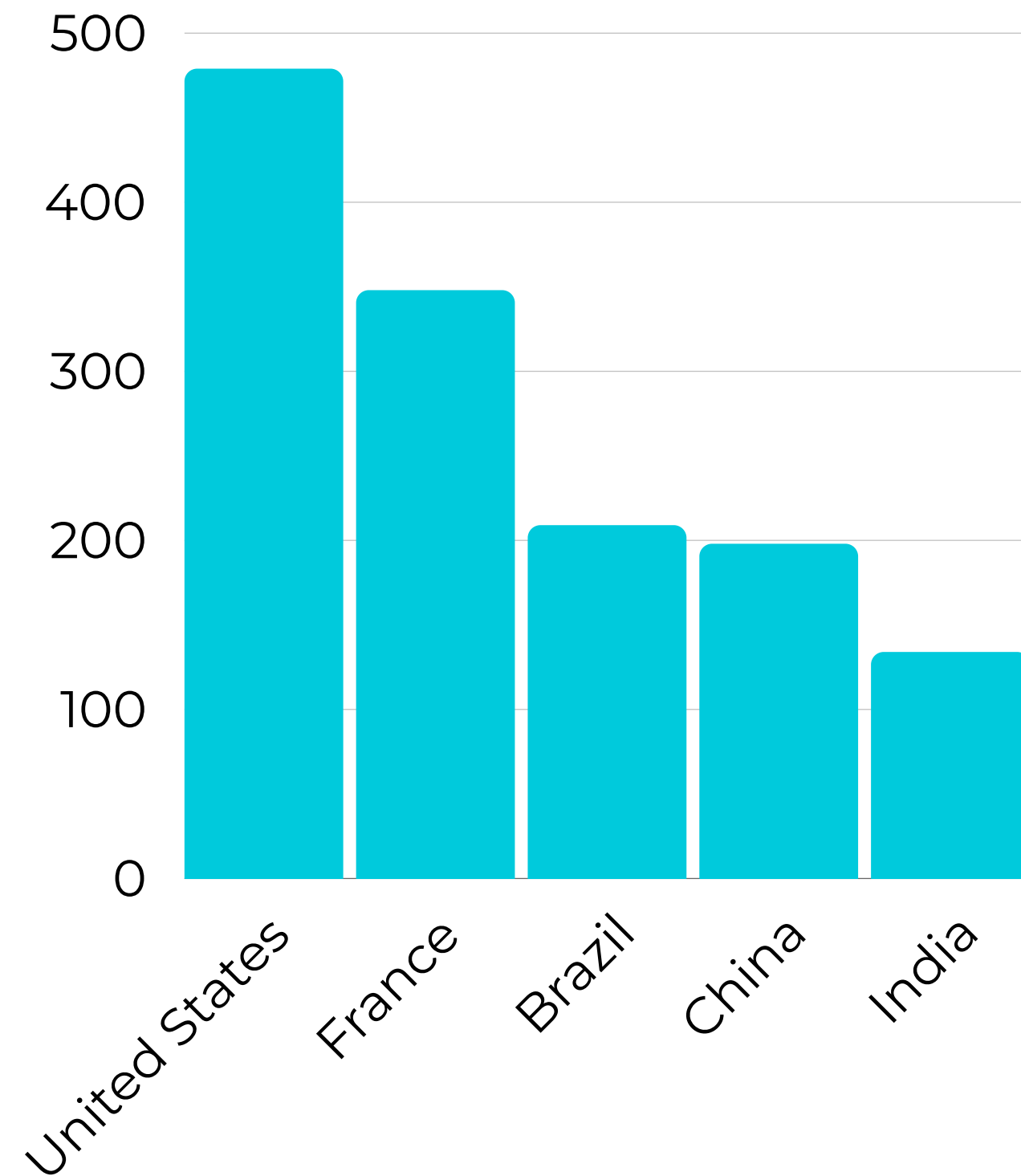
Order Per Product Category By Country

For five Countries (USA, France, Brazil, China, India), the main insight is the dominance of the USA with the highest number of orders (479 orders), followed by France (348 orders). However, Brazil, China, and India also show strong growth potential with significant order numbers, indicating the importance of these markets for investment and global strategies. The recommended strategy is to strengthen the position in key markets (USA and France) while strategically expanding into emerging markets (Brazil, China, and India) to optimize market potential and achieve higher overall growth.
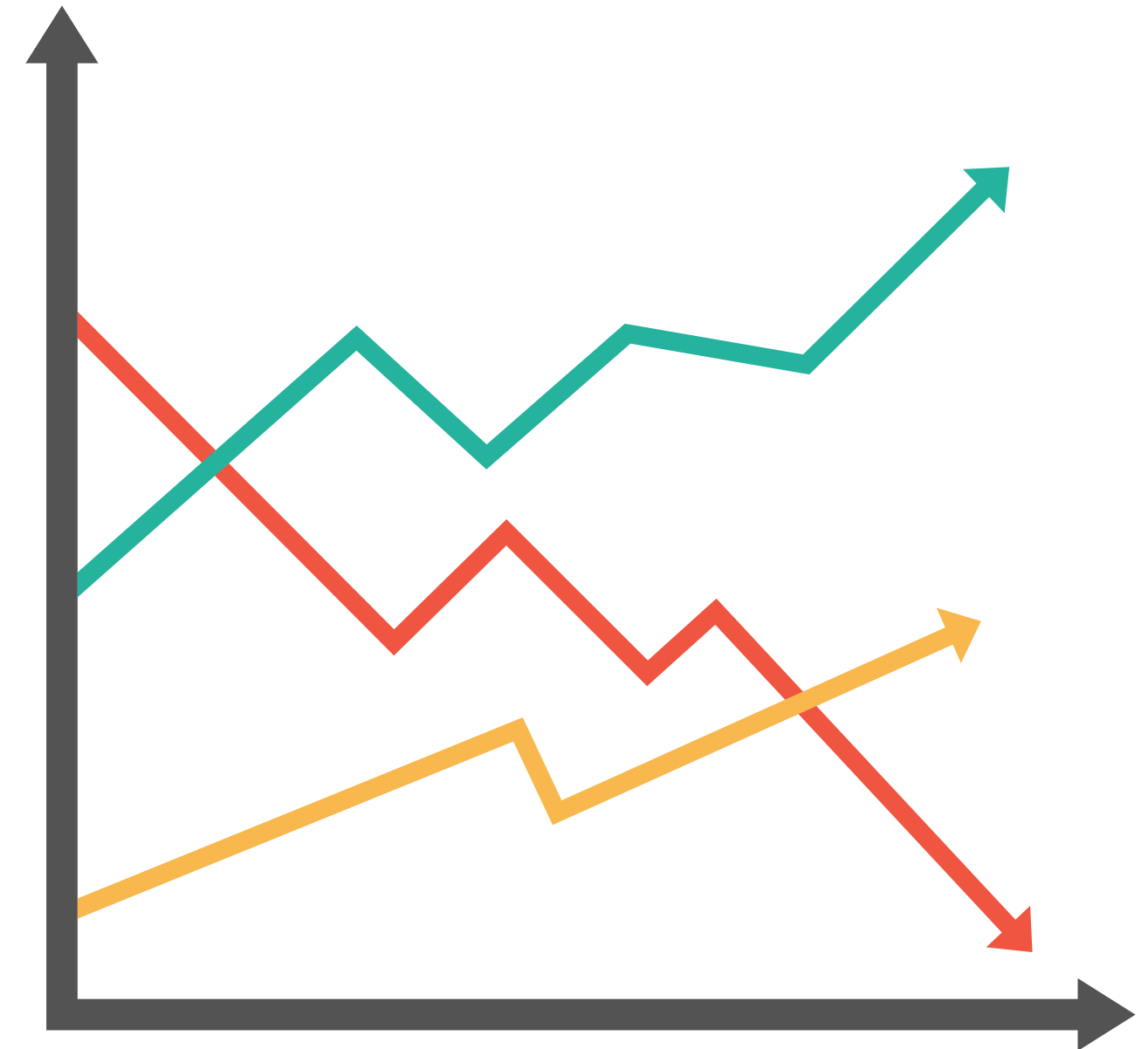
Sales and Profitability Performance

The chart depicts a trend of increasing orders and profits from July to December. We can observe a gradual rise in both the number of orders and the profits during this period. This upward trend clearly indicates a positive business growth over the past six months. This phenomenon can be interpreted as an indication that the sales and operational strategies implemented have yielded positive results, leading to increased purchasing activity and overall profitability.
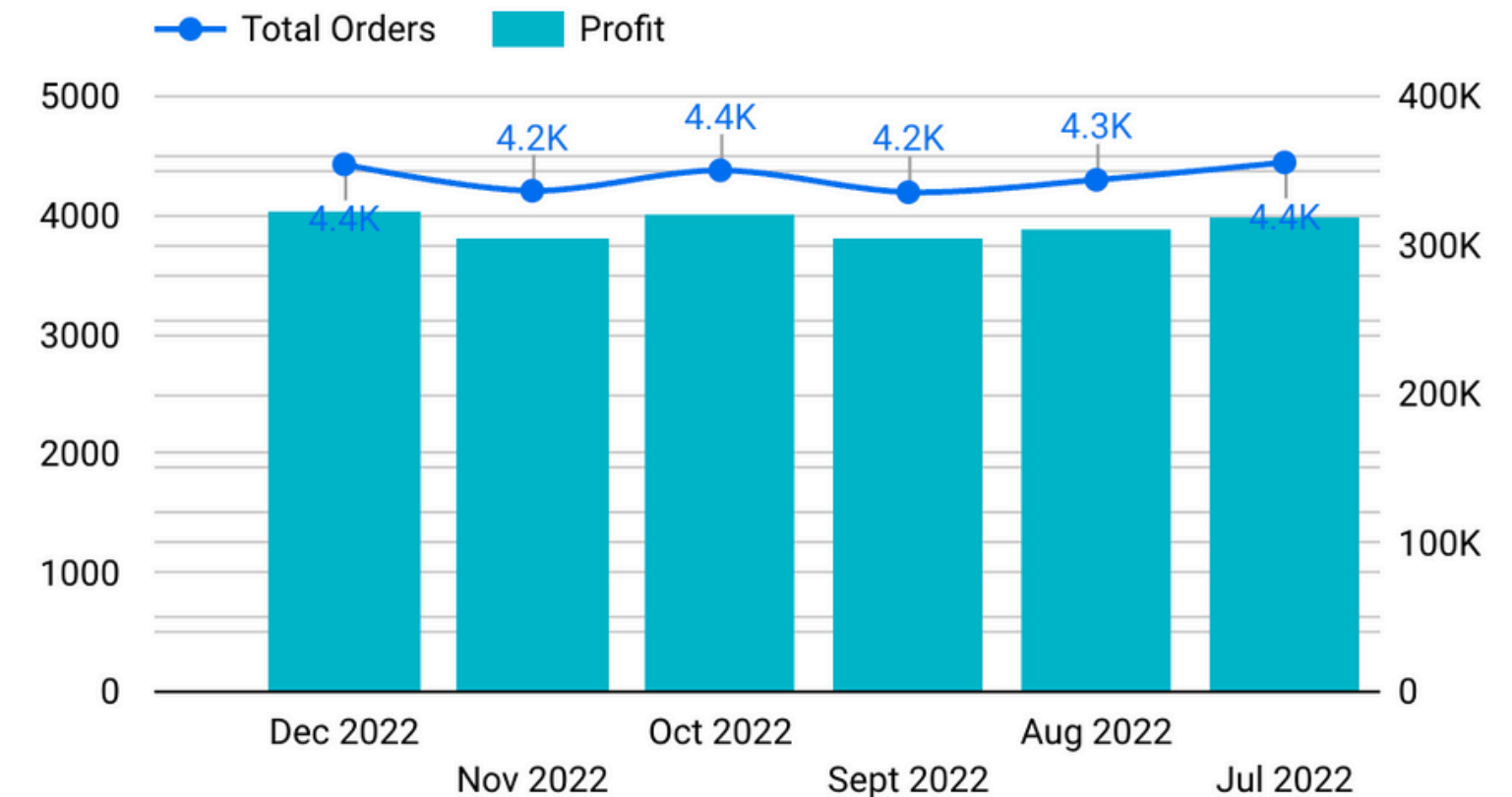
Analysis of Sales and Profitability Performance

Correlation between Orders and Profit: Generally, there is a positive correlation between the number of orders and profits. As orders increase, profits tend to increase as well, although not always proportionally.

Profit Increase in October and December: October and December show higher profits compared to previous months. This could be attributed to increased purchasing activity towards the end of the year, driven by holiday seasons and special promotions.

Analysis of Sales and Profitability Performance

Focus on Increasing Sales: Strategically, focusing on maintaining or increasing sales volume can be a priority to maximize profits. This can be achieved through effective marketing strategies, improved product availability, or enhanced operational efficiency.
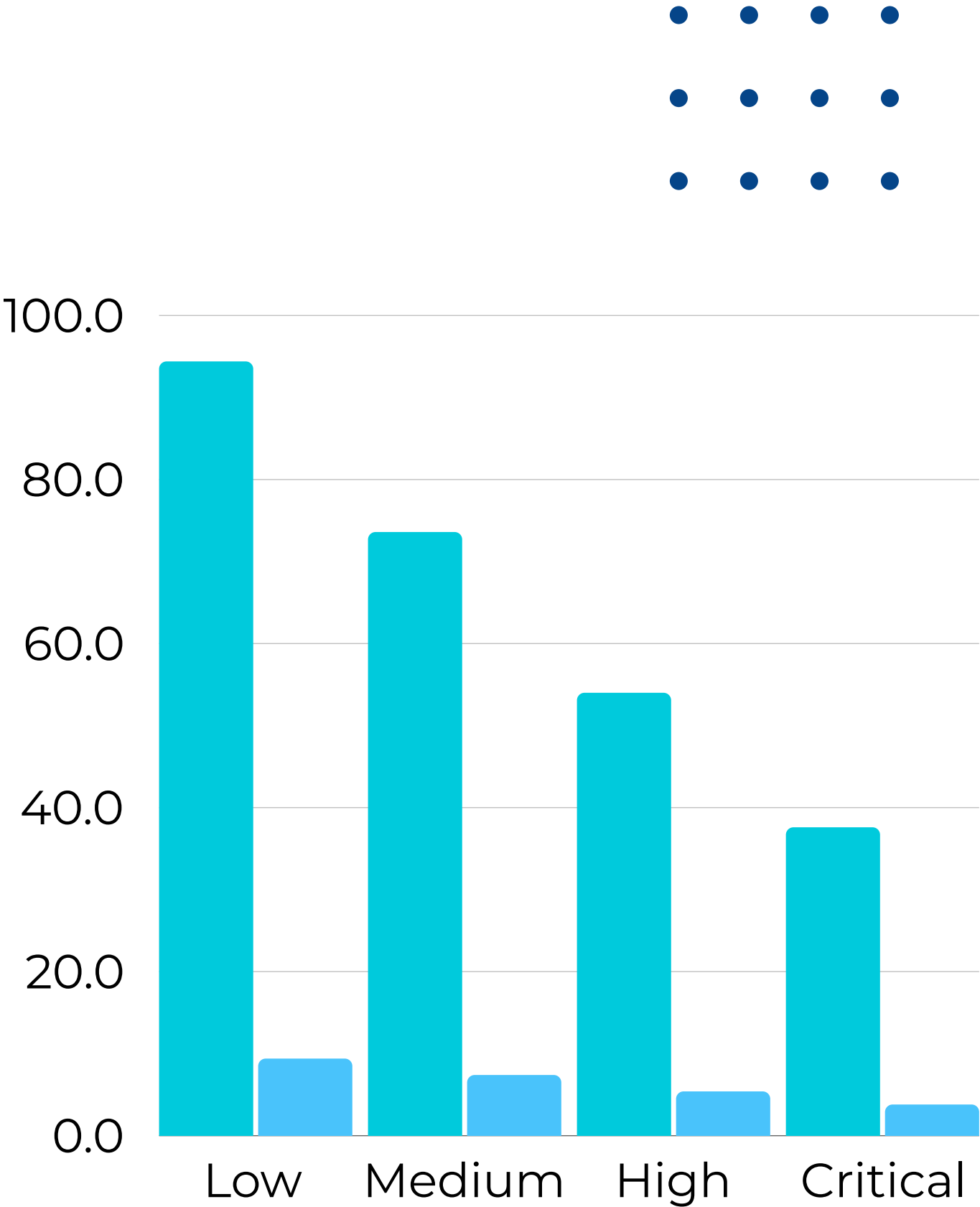
Monthly Performance Analysis: Further analysis is needed to understand the factors contributing to performance differences between specific months. For example, were there special promotions, changes in product portfolios, or other external factors influencing business performance?
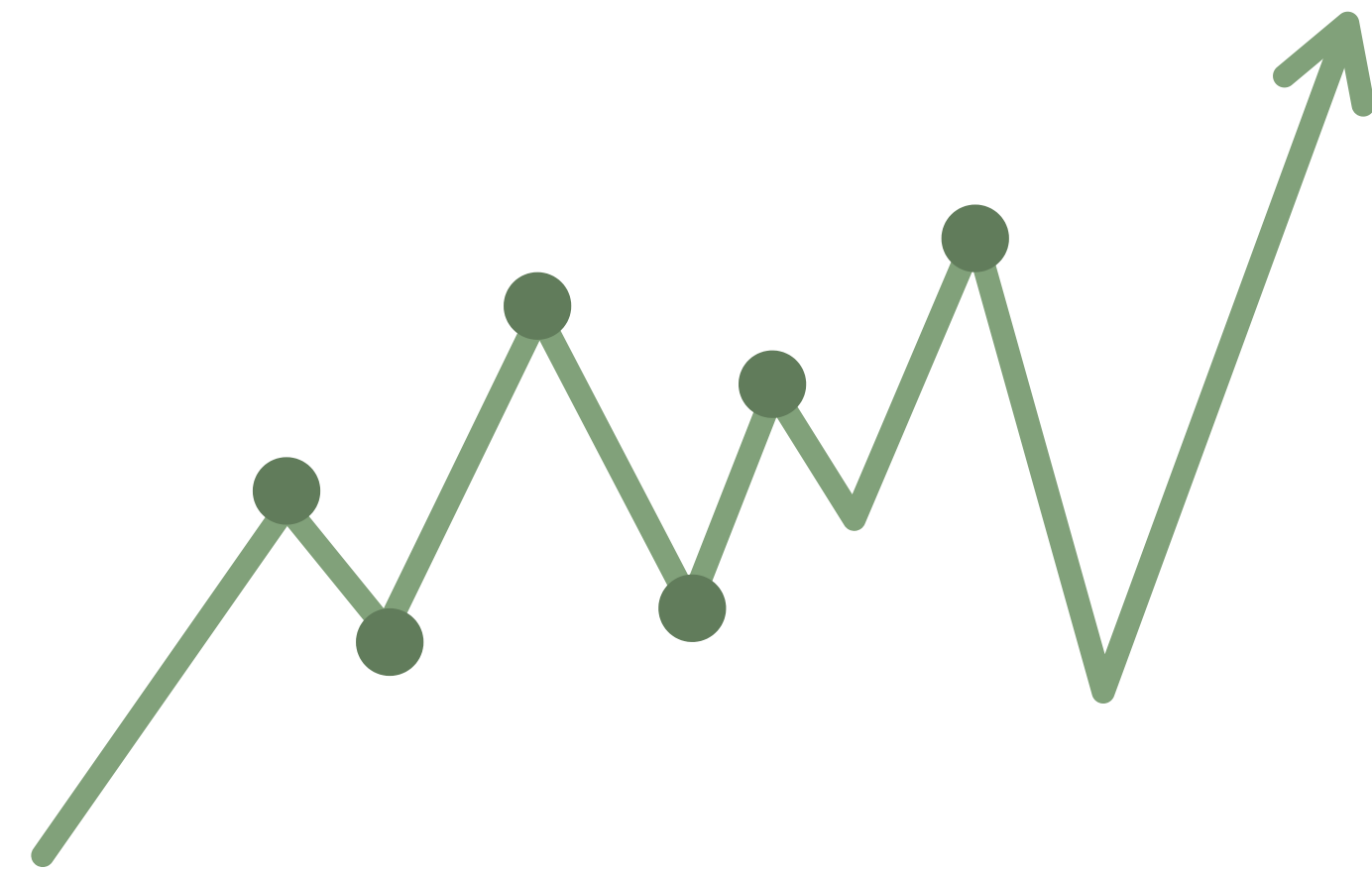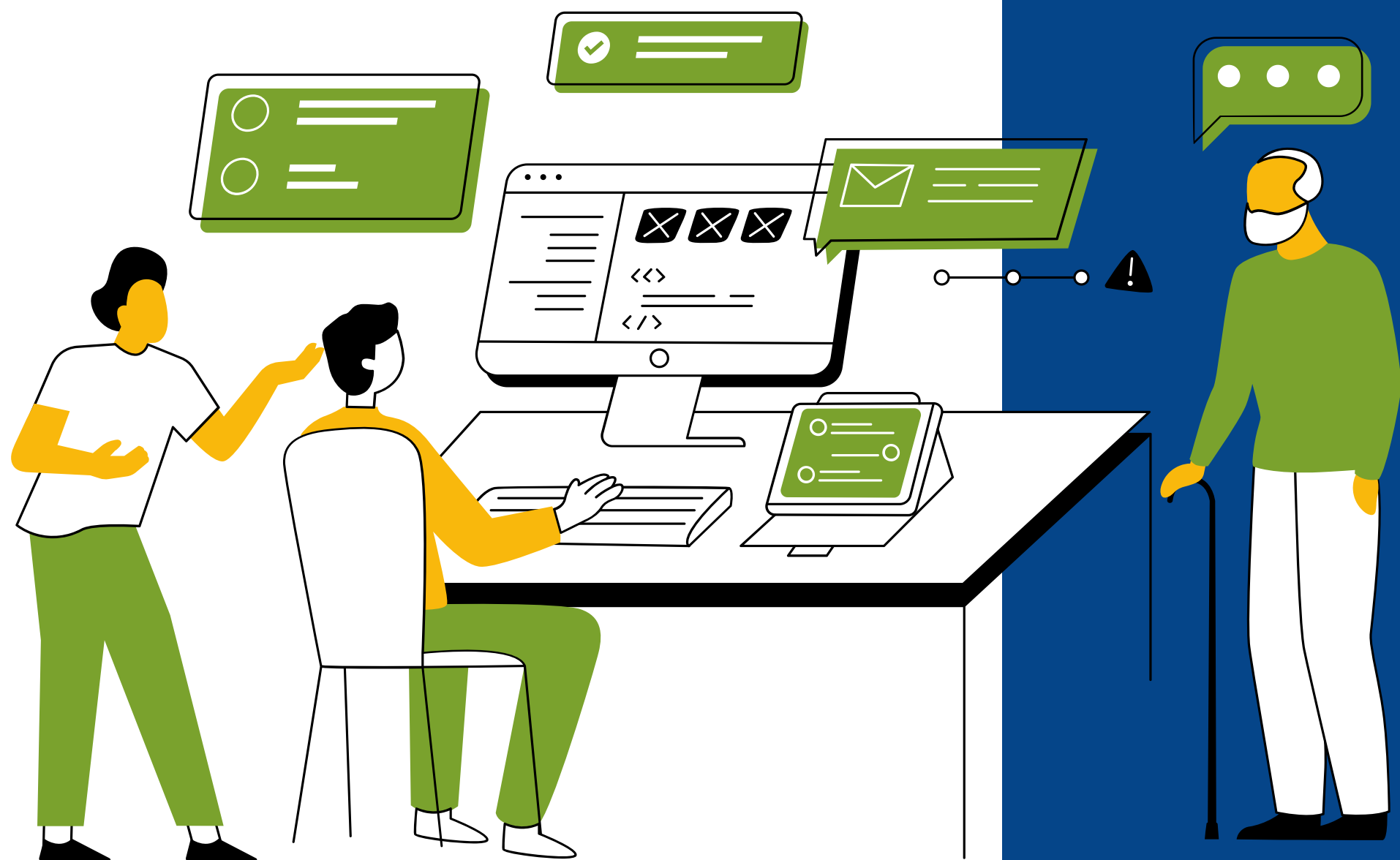
Analysis of Profit Margins Based on Order Priority Levels

The table provided data on order priority, total orders, profit, and shipping costs for different order priority levels. It showed that lower priority orders have higher profit margins per order, while critical orders contribute significantly to total profit due to their higher volume. Focusing on higher-priority orders can be more profitable overall, but optimizing shipping costs and resource allocation is crucial for maximizing profitability across all order types.

THANK YOU