








Annual Product Category Quality Analysis

The performance of an e-Commerce business is closely tied to the available products. Analyzing product quality in e-commerce provides valuable insights for making informed business decisions. Key metrics for assessing product quality on an annual basis are as follows:

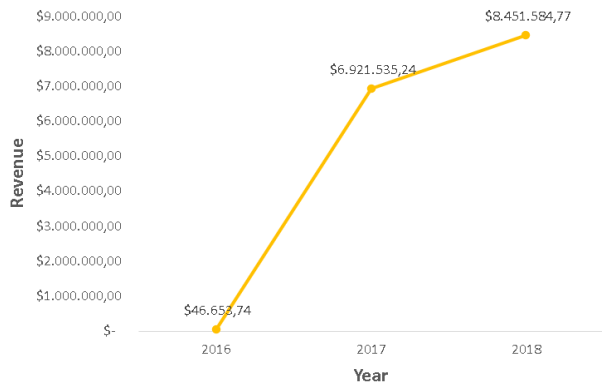
- Total annual revenue.
- Number of orders canceled per year.
- Product category generating the highest annual revenue.
- Product category with the highest number of canceled orders per year.

here is the query results table for each the metrics above:

	year double precision 	annual_revenue numeric 	top_product_category character varying 	total_revenue_top_product numeric 	annual_canceled_order bigint 	top_canceled_product character varying 	total_top_canceled_product bigint 
1	2016	46653.74	furniture_decor	6899.35	26	toys	3
2	2017	6921535.24	bed_bath_table	580949.20	265	sports_leisure	25
3	2018	8451584.77	health_beauty	866810.34	334	health_beauty	27

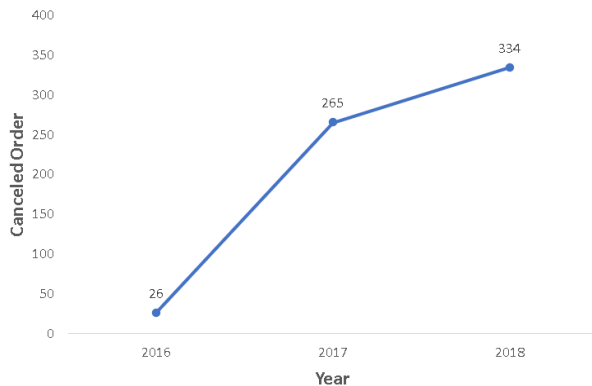
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Annual Revenue (2016-2018)



Annual revenue increased by 17994.61% from 2016 to 2018, where in 2017 there was a significant increase.

Annual Canceled Order (2016-2018)



Orders canceled annually have also increased. This can be caused by various factors such as delivery errors, out of stock, or changes in customer preferences.

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Best Selling Product Category

2016



Furniture_decor

\$ 6899.35

2017



Bed_bath_table

\$ 580949.2

2018



Health_beauty

\$ 866810.34

Revenue

Most Canceled product Category

2016



Toys

3 Items

2017



Sport_leisure

25 Items

2018



Health_beauty

27 Items

Best-Selling Product Categories always change every year, as well as the revenue generated increases every year.

Product categories with the most cancellations also change every year. However, in 2018 the products that were canceled the most and became best sellers were in the same category, namely health & beauty.