



Fake Buyer Identification From Orders Data

Shipping Country

All

Shipping State

All

LineItem Type

All

LineItem Name

All



Total Orders

3039

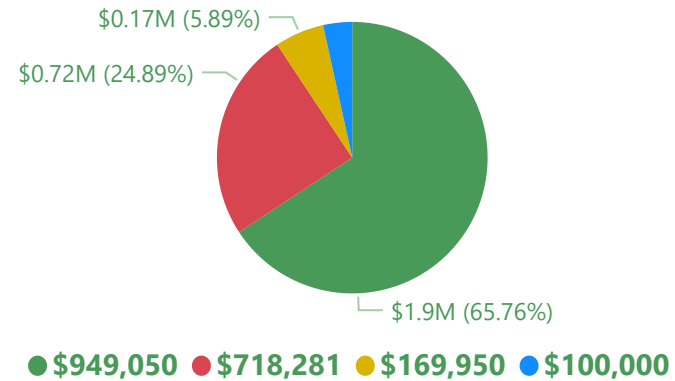
Total Sales

\$11M

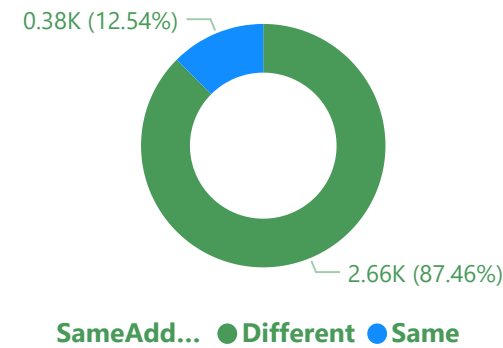
LineItems

270

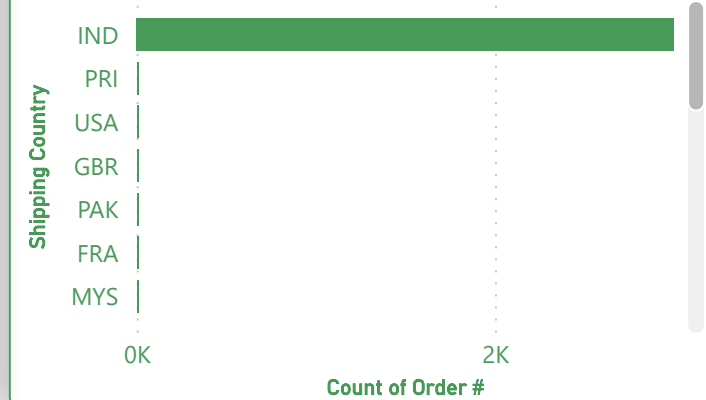
Order Amount > 50000



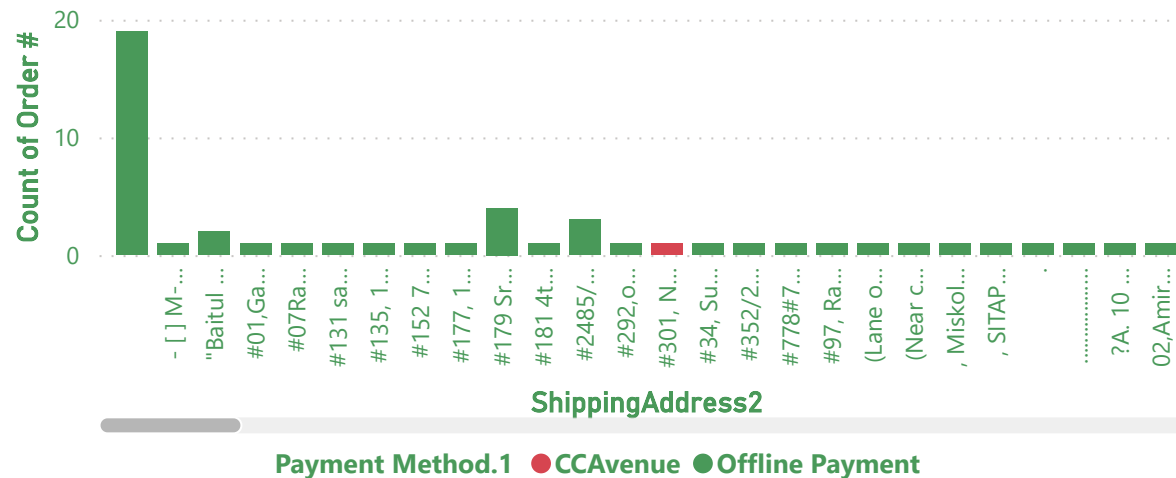
Shipping Address are Same as Billing Address



Number of Order by Shipping Country



Number of Order and Payment Methods by ShippingAddress



Number of orders by shipping address with Payment Method

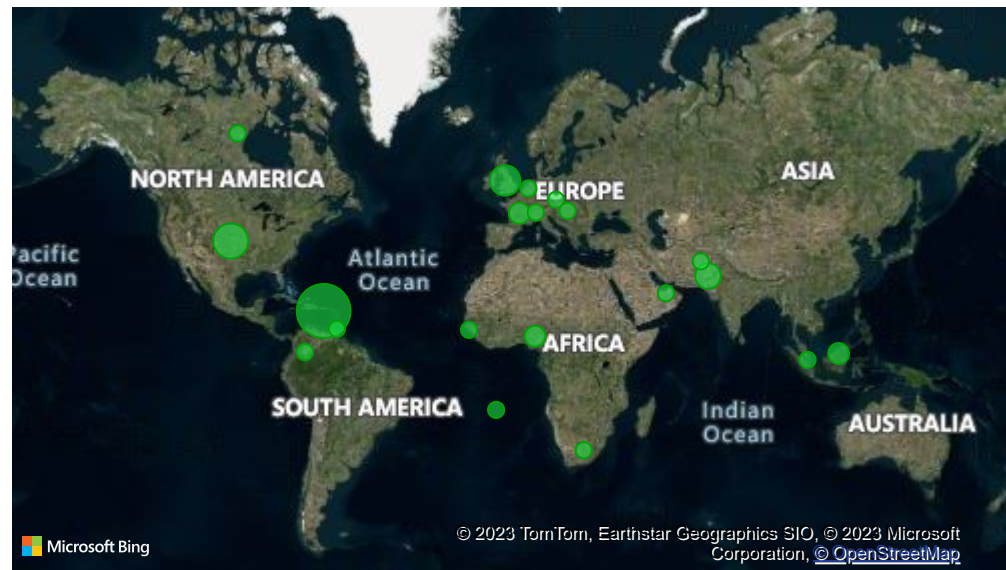
ShippingAddress2	Payment Method.1	Count of Order #
Near Doctor Usha Gupta, Birdopur, Mahmoorganj, VaranasiKaushalya Bhavan, B37165-12	Offline Payment	20
	Offline Payment	19
Near Doctor Usha Gupta, Birdopur, Mahmoorganj, VaranasiKaushalya Bhavan, B37/165-12	Offline Payment	14
Total		3039



Geographical View



Unexpected International Orders



Sales by Shipping Country



Findings / Insights -

- ✓ \$949,050 had the highest Sum of Total at \$1,898,100, followed by \$718,281, \$169,950, and \$100,000.
- ✓ \$949,050 accounted for 65.76% of Sum of Total.
- ✓ Total Count of Order # was higher for Offline Payment (2,979) than CCAvenue (60).
- ✓ Highest Number of orders and offline payment method used by address which is Near Doctor Usha Gupta, Birdopur, Mahmoorganj, VaranasiKaushalya Bhavan, B37165-12.
- ✓ Average Count of Order was higher for Offline Payment (1.12) than CCAvenue (1.11).
- ✓ To check Shipping address and billing address are same or not so added New Calculated column 88% address are different from billing address.
- ✓ Across all 21 Shipping Country, India has highest number of Order count that is 2,999.
- ✓ IND had the highest Sum of Total at \$10,913,032, followed by USA and PRI. SHN had the lowest Sum of Total at \$250.
- ✓ IND accounted for 98.49% of Sum of Total.
- ✓ From international orders, PRI has highest number of orders.
- ✓ Across all 21 Shipping Country, Sum of Total ranged from \$250 to \$10,913,032.

Recommendations -

- ✓ Improve offline payment: Offline payment has more orders compared to CCAvenue. Enhance the process and encourage more customers to use CCAvenue.
- ✓ Verify billing addresses: 88% of addresses differ from the billing address. Implement address verification to reduce errors and delivery issues.
- ✓ Prioritize Indian market: India has the highest number of orders and revenue. Tailor strategies to cater to Indian customers.
- ✓ Explore international opportunities: PRI has the highest international orders. Invest in market research and localization efforts in other countries.
- ✓ Need to improve sales on international level.