

NOPCOMMERCE SALES INSIGHTS



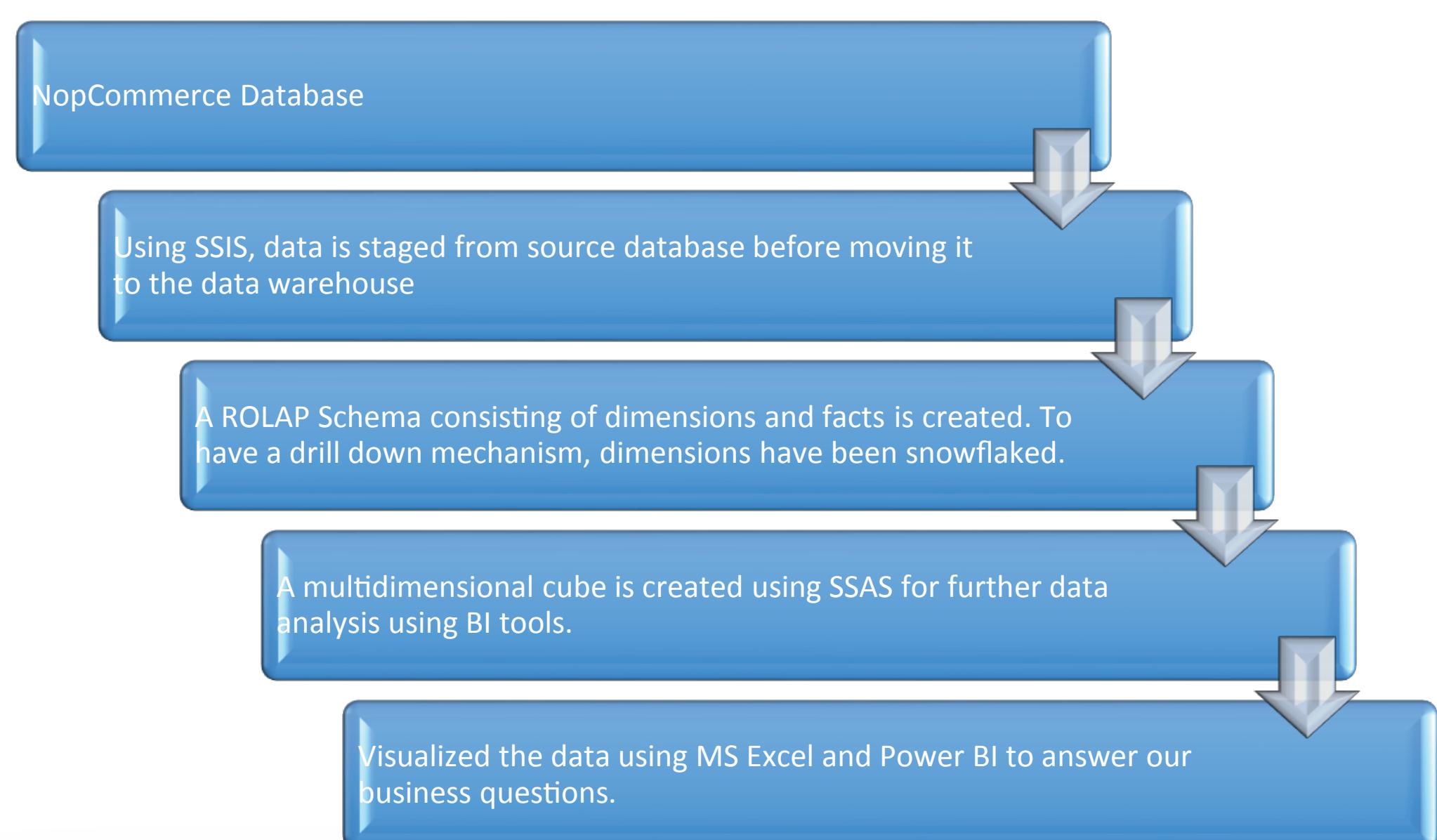
INTRODUCTION

NopCommerce is an open-source e-commerce shopping cart/website. To improve the revenue and help enhance the user experience, we performed analysis on a customer's shopping preferences.

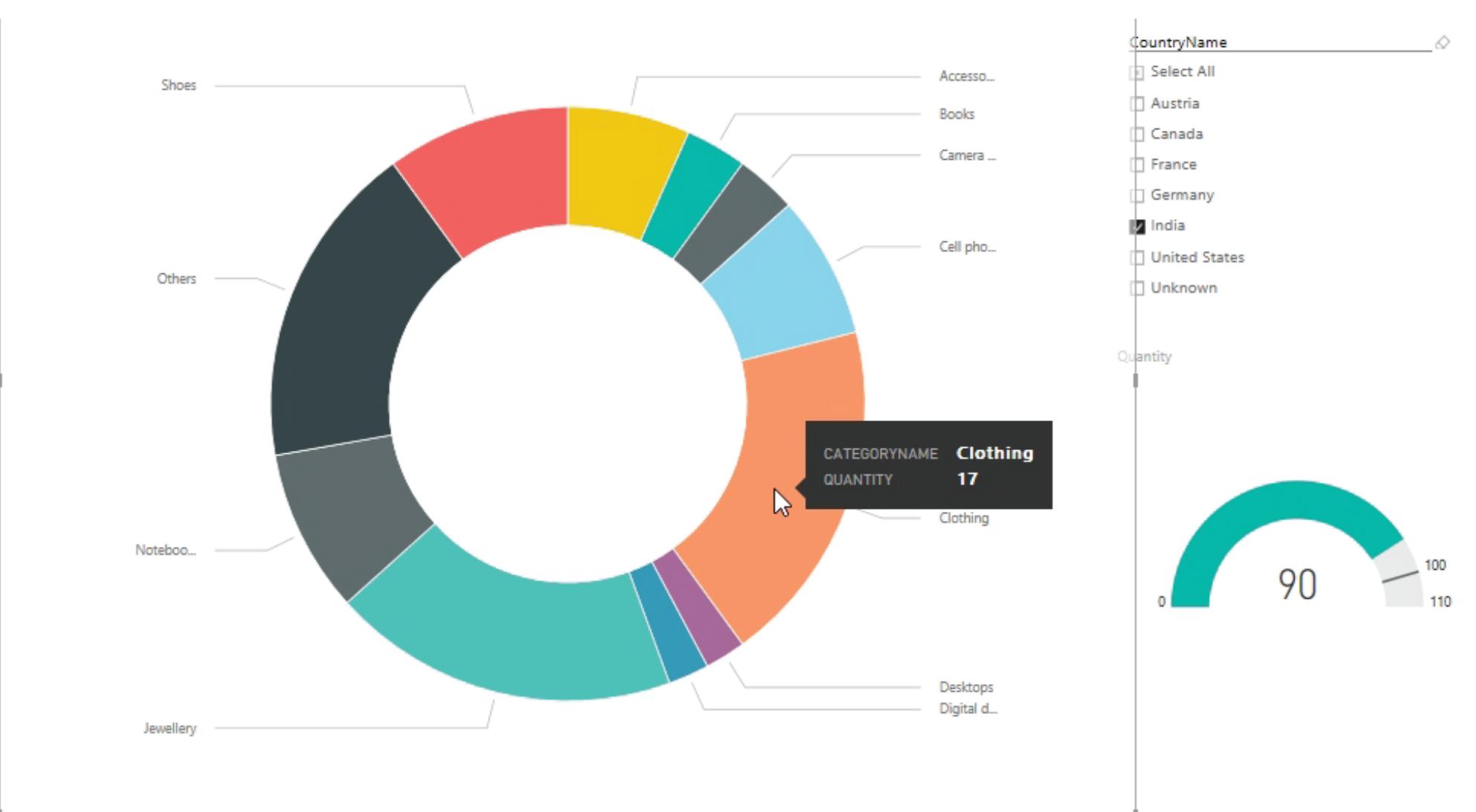
BUSINESS CASE

1. Devise a marketing plan for unpopular regions and also maintain inventory based on the most sold product.
2. Design and implement a data warehouse to help with decision making and by analyzing the trends in sales of products based on category and region.
3. Determine the most sold product by category, and also determine the gender which prefers products sold on nopCommerce.
4. Based on shopping data for customers, find the Key Performance Indicator for elite customers

DATA WAREHOUSE IMPLEMENTATION PROCESS

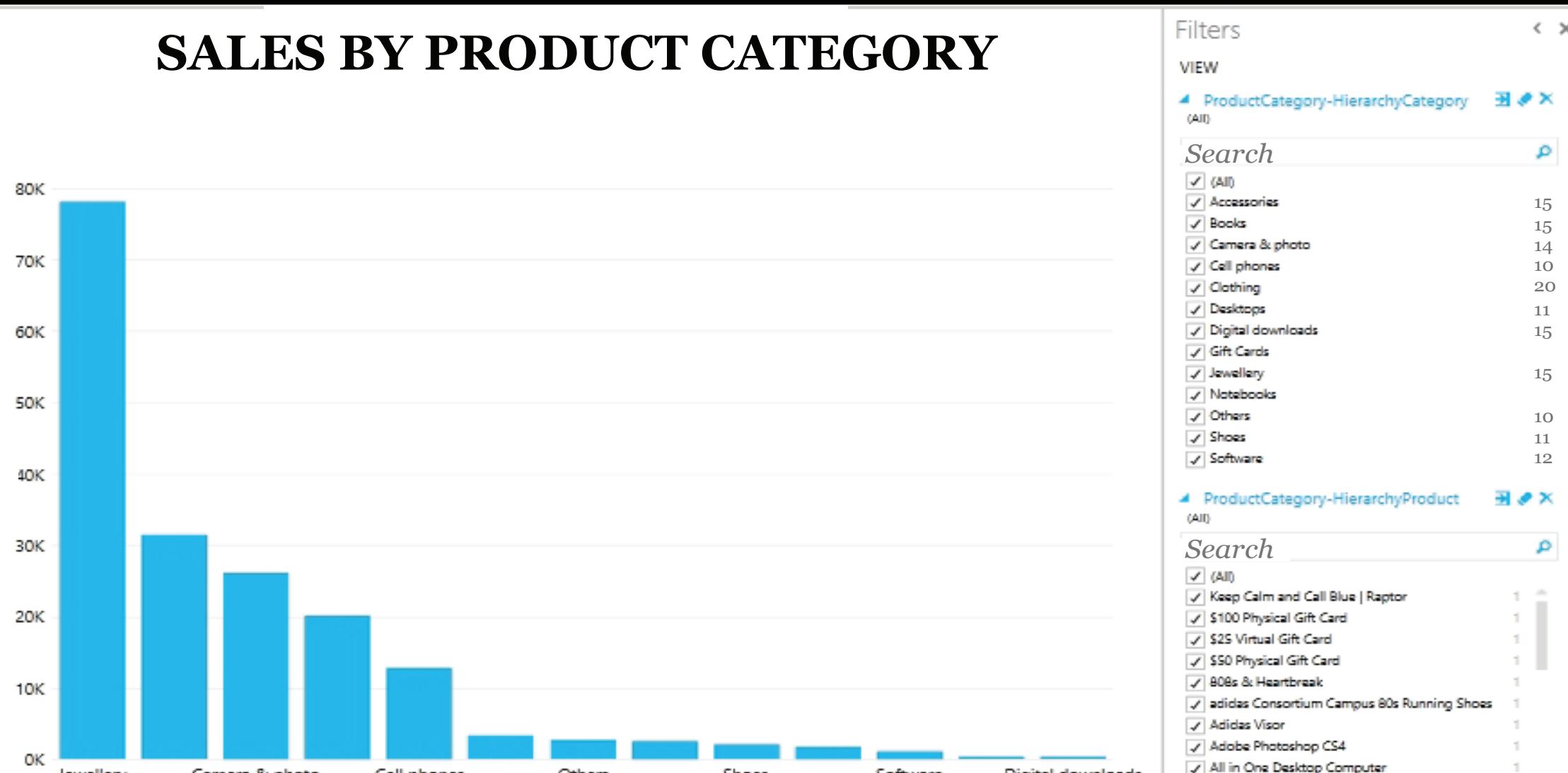


POPULAR PRODUCTS, BY COUNTRY (INDIA)

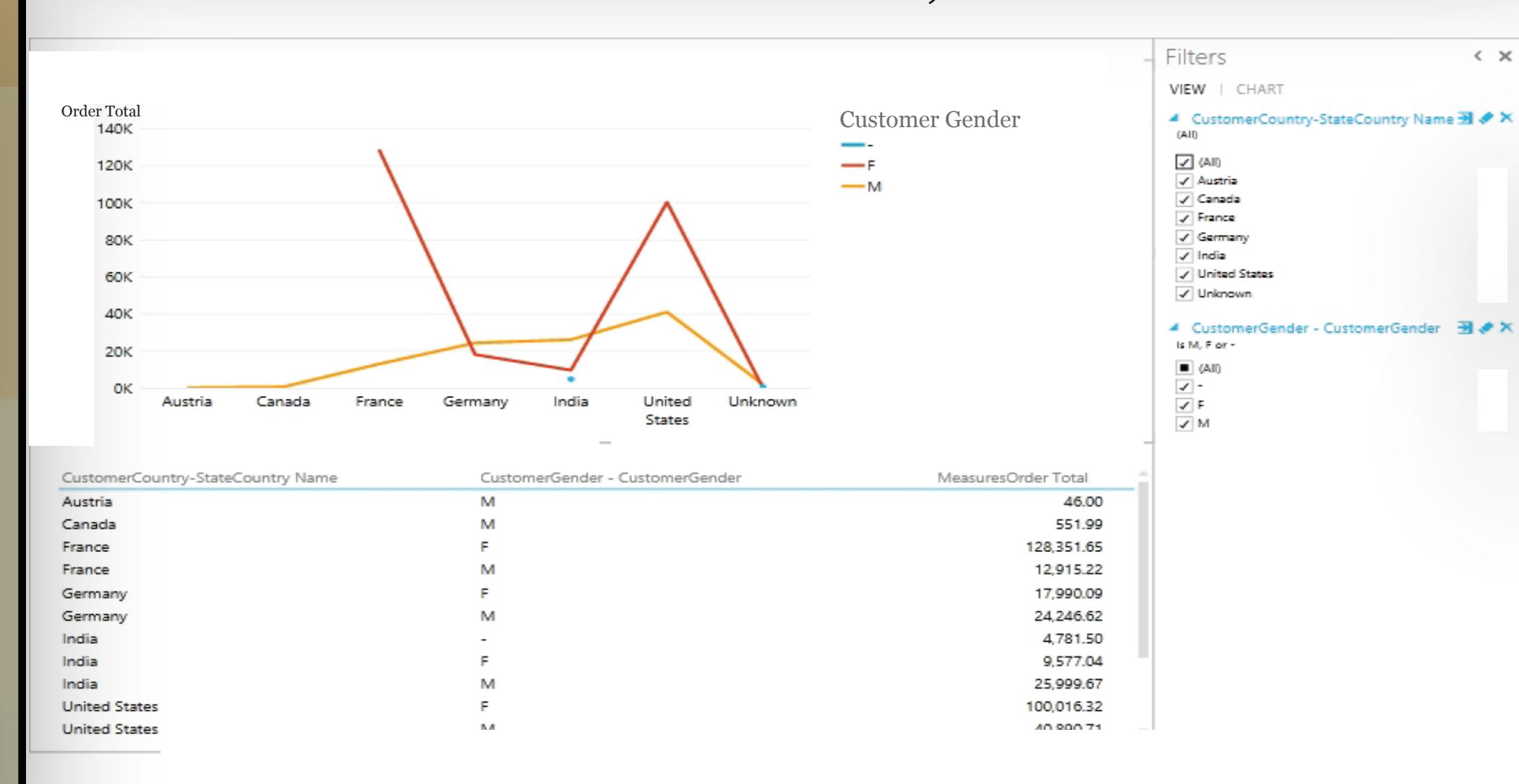


An analysis of what customers from a particular region prefer more about products sold by a particular business. The donut chart shows that customers from India prefer buying clothes and Jewelry more than other products. The gauge chart gives business an idea of how far the business is from achieving its target.

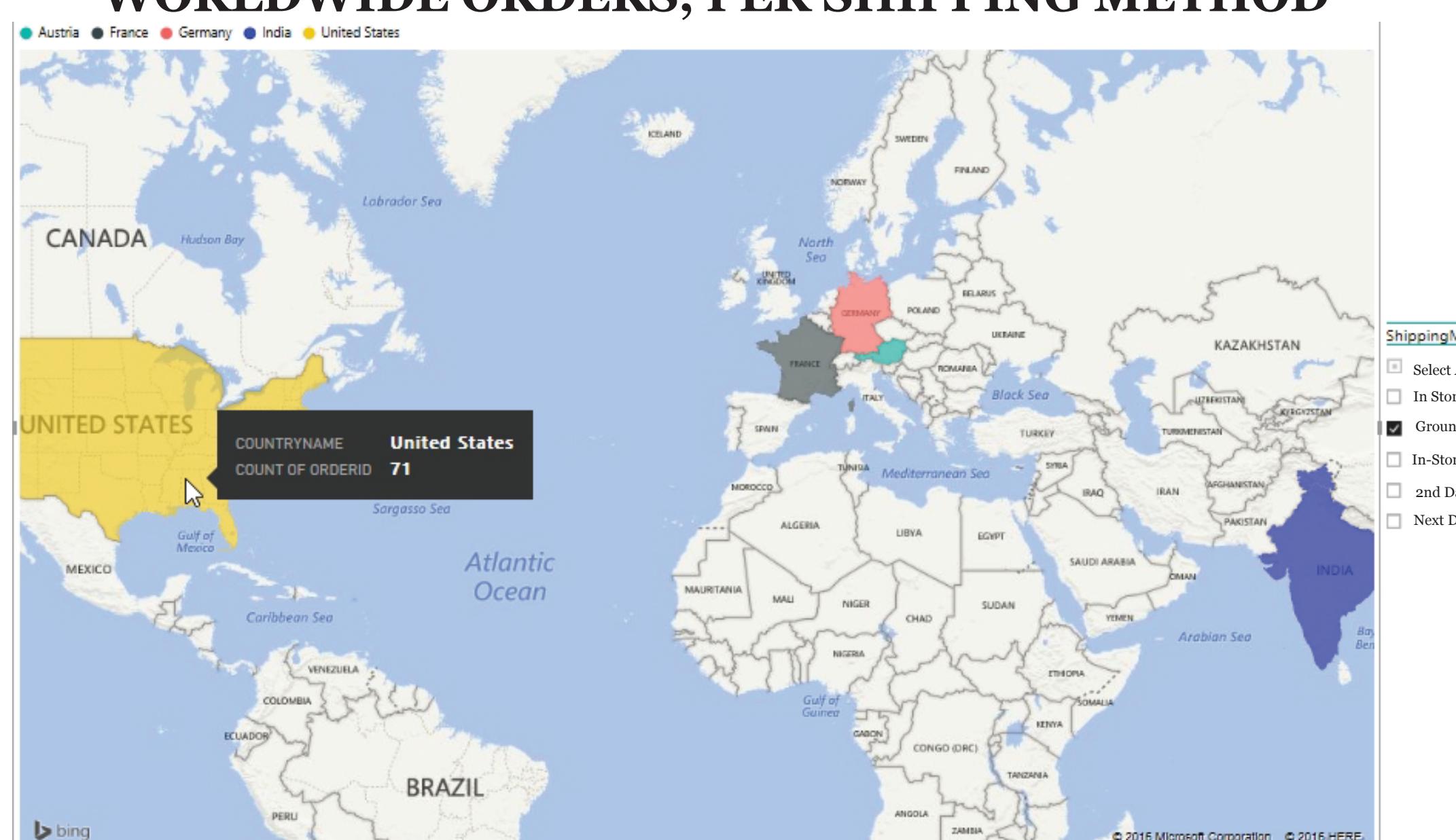
SALES BY PRODUCT CATEGORY



WORLDWIDE REVENUE, BY GENDER



WORLDWIDE ORDERS, PER SHIPPING METHOD



This graph shows us which shipping method is being preferred more in which country. It shows us that the USA prefers ground shipping more than other countries.

AVERAGE PRODUCT RATING



Identifying what customers feel about products being sold is of major concern for a business as it helps in improving the business, and also the customer service. The graph above shows products and ratings given by customers. It can be seen that Apple iPhone, Canon Camera, Nike socks are few of the products that have received the best ratings from customers.

IST 722 - Data Warehousing Group 2 nopCommerce

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