

Lazada Personal Purchase Analysis Report

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Introduction

The objective is to analyze my purchasing patterns from 2024, assess the impact of discounts and free shipping, and identify strategies to optimize future saving.

Business Tasks

- Calculate overall savings from free delivery and discounts.
- Determine best discounts and free delivery deals.
- Identify main Lazada spending trends.
- Create plans to optimize future savings.
- Figure out how to make more economical Lazada purchases.

Data Sources

My purchase data, drawn directly from my history, is highly reliable, original, and reflects current spending habits.  my_lazada_purchases

The dataset is structured as a table with the following columns and its descriptions.

1. order_number	Unique number for each order
2. item_purchased	Name of the purchased item
3. original_price	Original price of the item before any discounts
4. price_after_discount	Final price after applying discounts
5. quantity	Number of items ordered
6. category	Classification of the product
7. mode_of_payment	Payment method used

8. seller_name	Name of the seller or store
9. placed_on	Date the order was placed
10. shipped_on	Date the seller shipped the item
11. delivered_on	Date the item was delivered to the customer
12. courier	Name of the delivery service provider
13. location	Delivery address or destination
14. discounts	Indicates if the order have a discount(coins, voucher, coins and voucher, and not Available
15. free_shipping	Indicates if the shipping fee was waived (Yes/No)

Note: To ensure data security, personal identifiable information, including financial details such as payment card numbers, has been excluded.

Data Cleaning and Manipulation

Cleaning

- Standardized date formats, spacing, capitalization, spelling etc.
- Ensured consistent discount type naming.
- Checked for accurate count of order number.
- Checking correct dates.
- Format the column depend on their data type

Manipulation

Created a calculated field for data manipulation(Tableau)

Average delivery time	AVG([Number of Days for Delivery(Delivery Time)])
Average monthly savings	SUM([Total Amount]) / COUNTD(DATEPART('month', [Placed On]))
Total summarize values from day of the week deliveries	COUNTD([Order Number]) / TOTAL(COUNTD([Order Number]))
Total Spending in 2024	SUM([Price After Discount] * [Quantity])
Discount Amount	[Original Price] - [Price After Discount]
Number of days for delivery(delivery time)	DATEDIFF('day', [Placed On], [Delivered On])
Total_amount	[Price After Discount]*[Quantity]
Total Discount per Order	[Discount Amount] * [Quantity]

Summary of Analysis

Financial Summary

- Total Savings: 6,425 discount
- Average Savings per Order: 16.48
- Total Item Purchased: 575 items
- Total Spending: 128,585
- Average month spending is 10,715

Discount & Shipping Analysis

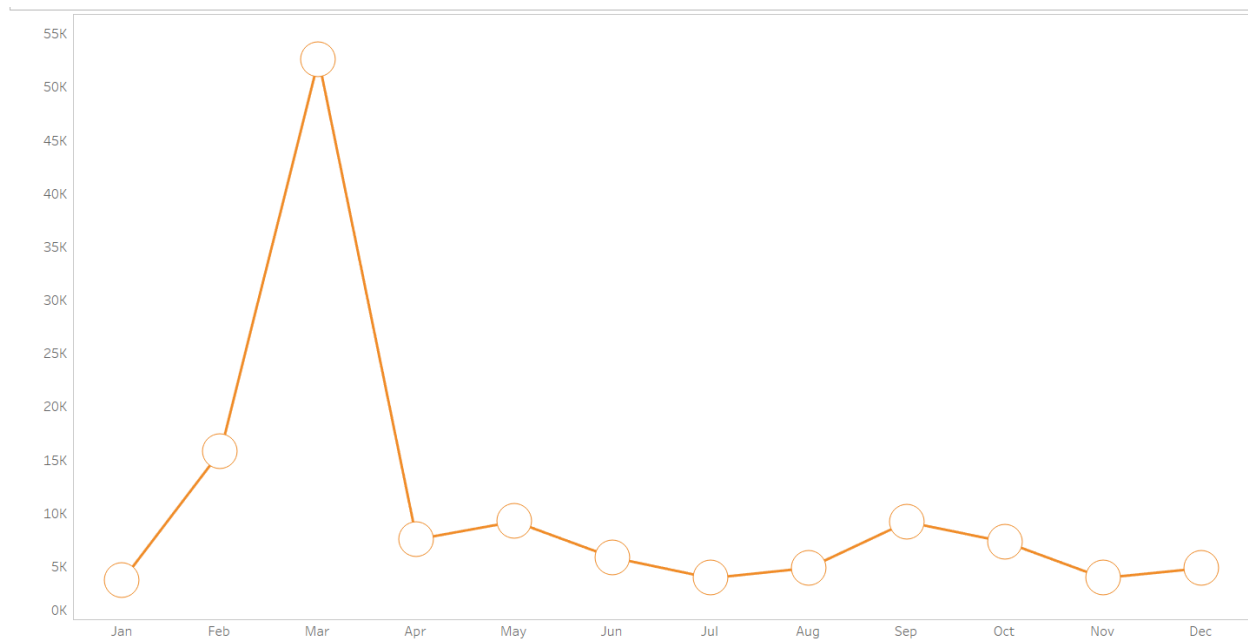
- Most Frequent Discount Type: Coins and voucher
- Free Shipping Frequency: 190 orders(YES), 13 orders(NO)

Spending Patterns

- Top Product Categories: Garden
- Spending Trends Over Time: Usually purchased on the 21st of the month
- Items with the largest discount: Dell Inspiron 15 (Total Discount: 1000)

Visualization

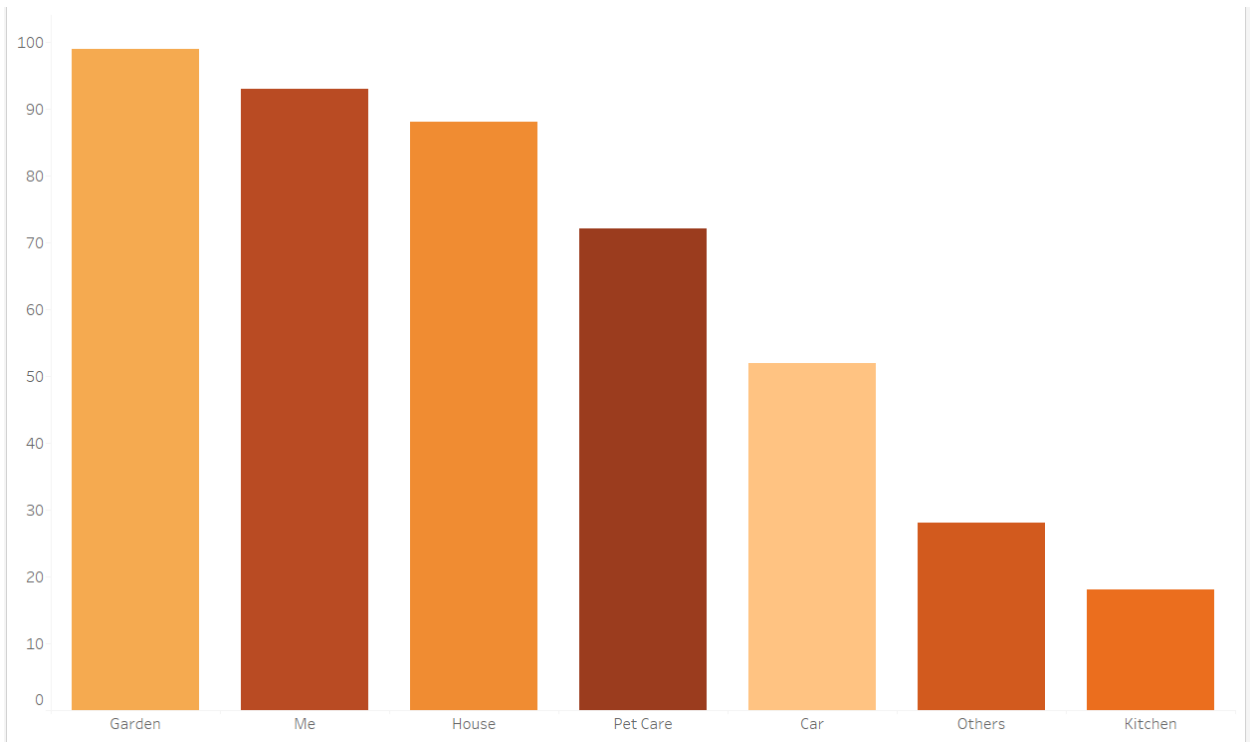
Monthly Spending Summary



The line graph clearly shows a peak in spending during March, primarily driven by the purchase of a laptop, as detailed in the data. However, when examining the table below, it's important to note that while the total spending in March was high, the quantity of items purchased was relatively low compared to other months. This highlights that the increased spending was not due to a larger volume of purchases, but rather a single, high-value item.

Mon.. ≡	Total Amount	Quantity
Jan	3,700	50
Feb	15,775	49
Mar	52,556	39
Apr	7,538	97
May	9,211	21
Jun	5,830	14
Jul	3,902	28
Aug	4,858	29
Sep	9,177	80
Oct	7,295	75
Nov	3,912	66
Dec	4,830	27

Most Purchased Category by Units



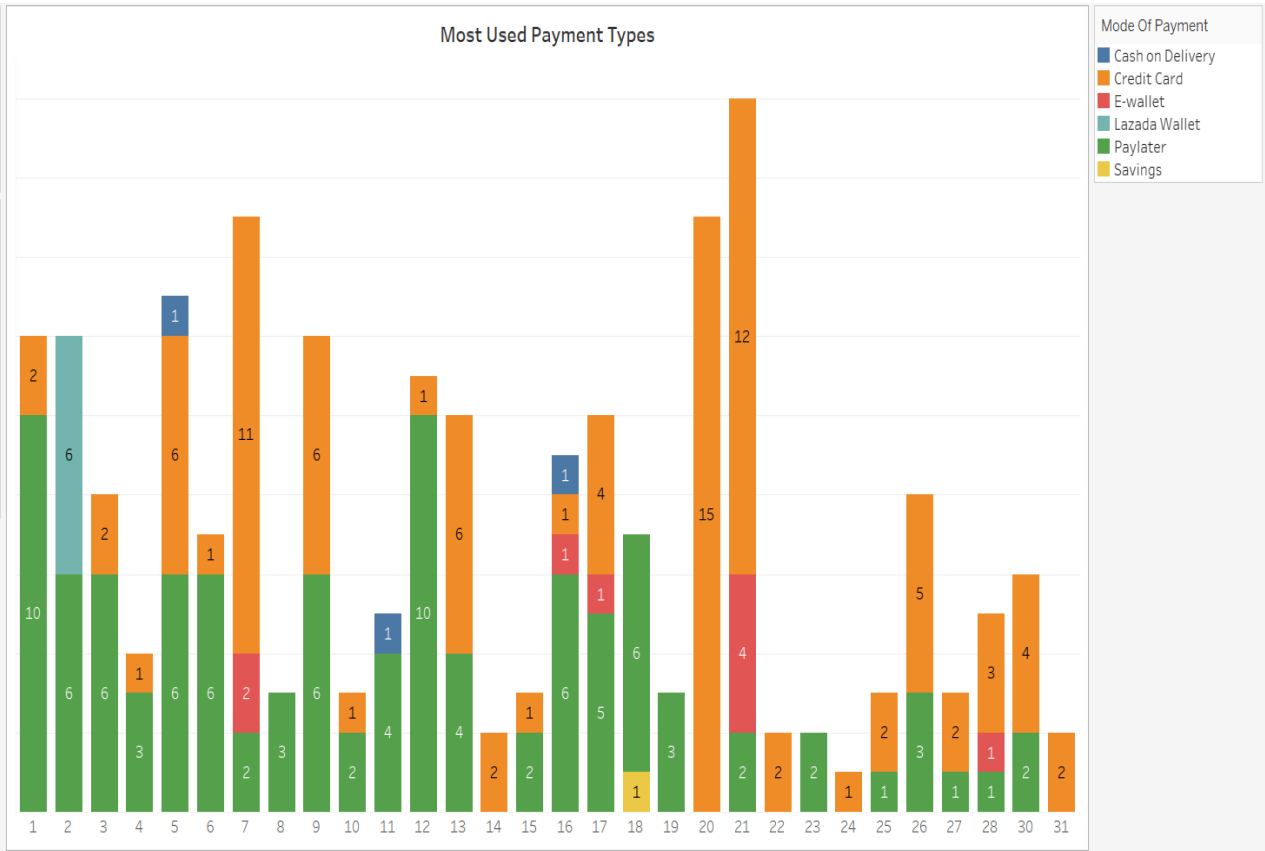
It's important to differentiate between the number of items purchased and the total amount spent. Although the 'Gardening' category reflects a larger quantity of purchases, the 'Me or Personal' category represents a higher total monetary outlay. This discrepancy arises because the items in the 'Me or Personal' category, despite being fewer in number, are generally more expensive than those in the 'Gardening' category. Therefore, while quantity suggests frequency, total spending reveals the actual financial impact of each category.

Category	Quantity	Total Spending in 2024(values)
Me	93	43,303
Car	52	14,630
House	88	12,194
Others	28	7,154
Garden	99	4,552
Kitchen	18	2,609
Pet Care	72	2,415

Most Frequent Payment Method

Paylater	93
Credit Card	90
E-wallet	9
Lazada Wallet	6
Cash on Deliv..	3
Savings	1

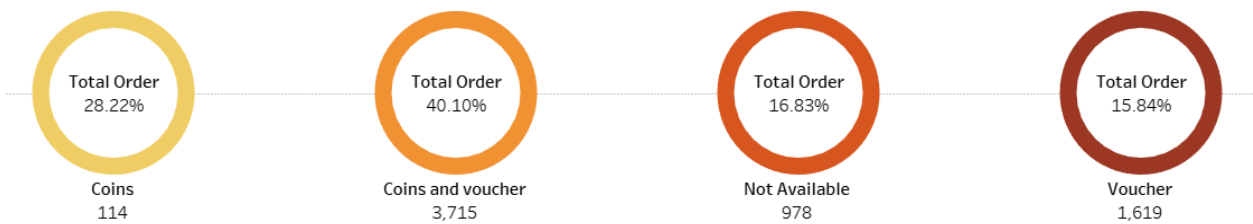
My financial strategy, as reflected in the table, emphasizes the use of 'Pay Later' and credit card payments. This approach is based on the extended payment terms: the credit card's billing cycle concludes on the 19th, and 'Pay Later' extends to the 30th. These timelines allow for balanced financial management and proactive planning. To further optimize savings, funds are often transferred to an e-wallet, generating up to 6% per annum in interest.



Order Discount

Discounts	Number of Order	Total Discounted Amount	Total discount per order
Coins and voucher	81	3,715	55
Voucher	32	1,619	24
Not Available	34	978	6
Coins	57	114	42

Across 202 orders, the chart highlights that 'Coins and Voucher' combinations were the most frequently used discount, with 81 orders, or 40.10% of the total, utilizing this method. This suggests a strong preference or effectiveness for this discount type.

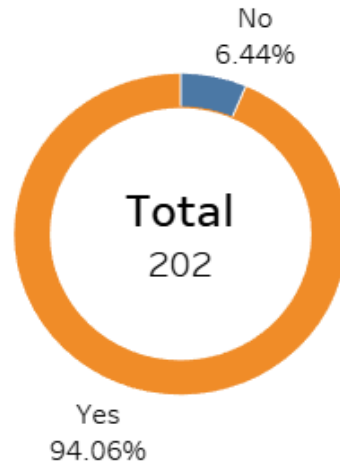


Consumer behavior observed in the data demonstrates a clear preference for purchases when substantial discounts are available, suggesting a price-sensitive purchasing pattern. And here are the most discounted items.

Item Purchased	Original Price	Price After Disco..	Total Amount	Quantity	Total Discount p..
Dell Inspiron 15 3525 15.6 inch	33,995	32,995	32,995	1	1,000
Fashion AVIA Crown AVIA SK 2 Wheels ..	9,700	8,815	8,815	1	885
Arivo 195/50 R15 Tire	2,080	1,718	5,155	3	1,085
Wanli 185 (8ply) tire	2,166	1,825	3,650	2	681
Lenovo V7 9.66 Inch dashcam	2,398	2,068	2,068	1	330
Huggies Dry Small (38 pcs x 4 pack	1,274	959	1,776	5	416
Bewell Shoe Cabinet Entrancnce	1,399	1,230	1,230	1	169
ipl permaent hair removal	1,245	953	953	1	293
Nike Dri-Fit Tennis cap - black	1,045	911	911	1	135
Ipad keyboard with case with pencil ho..	924	770	770	1	154

Shipping Free

The high percentage of free shipping orders, at 94.06%, implies that the availability of Free shipping is a primary driver in purchase decisions.



Note:

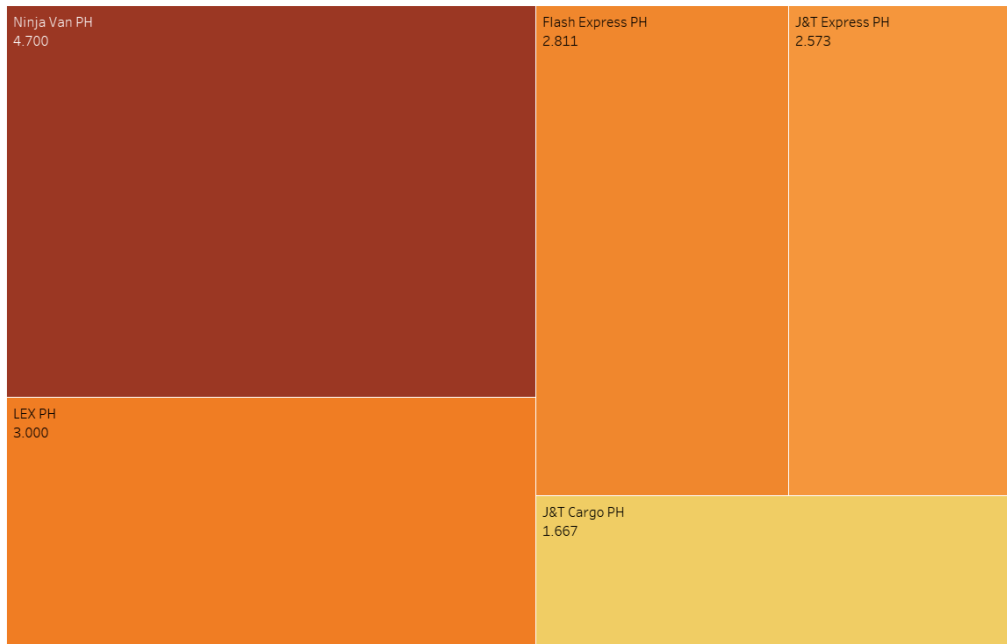
→ Free Shipping Discrepancies:

- ◆ While "Free Shipping" is indicated for many orders, it's important to note that this does not always cover the full shipping cost.
- ◆ In some instances, additional shipping fees were incurred, ranging from 40 pesos and beyond.
- ◆ These extra charges were added to the original item price, impacting the final cost.

→ Discount Calculation Limitations:

- ◆ Discounts were not consistently applied at the individual item level.
- ◆ Therefore, it may not be possible to accurately calculate the discount for each item based solely on the quantity.
- ◆ Some orders showed a higher total discount applied, than the sum of the individual discounted items.

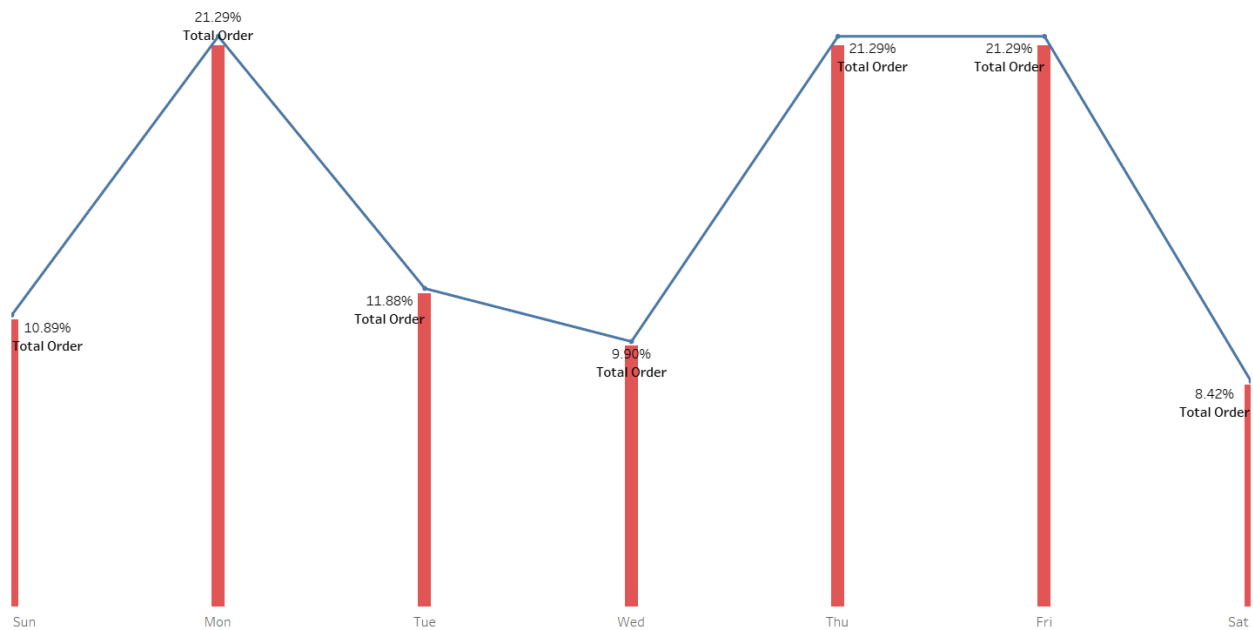
Average Delivery Time by Courier



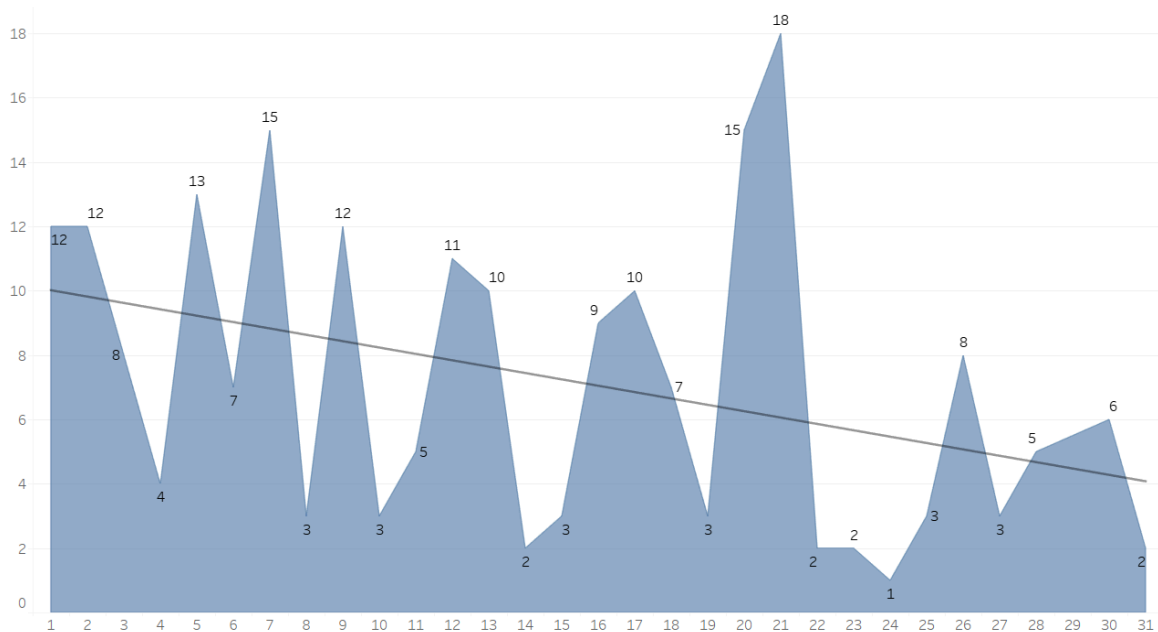
Analyzing the delivery time data, we observe that Ninja Van PH's average delivery time is 4.7 days, calculated from a sample of 14 orders. In contrast, J&T Express PH demonstrates a notably shorter average delivery time of 2.8 days, derived from a significantly larger sample of 112 orders. The efficiency of J&T Express PH could be attributed to the potential proximity of their hubs. However, it is also worth considering that some couriers may be operating from locations outside the immediate delivery area, which could influence delivery times.

Courier	Location	Average Delivery Time (Da..	Number of Order
J&T Express PH	Magallanes, Cavite	2.6	112.0
Flash Express PH	Magallanes, Cavite	2.8	66.0
Ninja Van PH	Magallanes, Cavite	4.7	14.0
LEX PH	Dasmariñas, Cavite	8.0	1.0
	Navotas City	3.3	3.0
	Silang, Cavite	2.3	6.0
	Tanza, Cavite	2.8	2.0
J&T Cargo PH	Magallanes, Cavite	1.7	2.0

Most Frequent Shopping Day



My ordering habits, as depicted in the chart, show a preference for Mondays, Thursdays, and Fridays, each representing 21.29% of total orders. Additionally, the 21st of each month shows a recurring purchase pattern, with 18 distinct orders placed on that day.



Recommendations

1. Discount and Spending Analysis:

→ **Prioritize Purchases from Highly-Rated Sellers:**

- ◆ As these vendors frequently offer 'Coins and Voucher' discounts in conjunction with waived shipping fees, resulting in significant cost reductions.

→ **Optimize Discount Utilization:**

- ◆ By verifying the compatibility and availability of 'Coins and Vouchers' prior to finalizing transactions. This ensures that all eligible discounts are applied, thereby maximizing potential savings.

→ **Conduct Thorough Comparative Analyses:**

- ◆ To minimize expenditures, it is recommended to compare prices from multiple sellers offering the same product. This practice allows for the identification and selection of the most cost-effective purchasing option.

2. Shipping and Delivery

→ **Prioritize Sellers Based on Location for Expedited Delivery:**

- ◆ Given the lack of direct courier selection, prioritize purchases from sellers located closer to the delivery address. This strategy aims to minimize transit times and expedite delivery, particularly for time-sensitive orders."

→ **Scrutinize Shipping Fees Before Finalizing Purchases:**

- ◆ Regardless of 'Free Shipping' promotions, meticulously review all shipping charges before completing a transaction. If any non-zero shipping fees are present, carefully evaluate the overall purchase value to determine if the additional cost is justifiable."

3. Payment and Financial Management

- Continue utilizing 'Pay Later' and credit card options to maintain financial flexibility and optimize payment schedules.
- Maximize e-wallet savings to take advantage of the 6% per annum interest rate.
- Create a monthly budget, and track spending to ensure that the spending does not exceed the budget.

Appendix

→ **Appendix A: Change Log**

- ◆ The complete changelog for this analysis is available at:

https://docs.google.com/spreadsheets/d/e/2PACX-1vQMyYcimJLXdqd5tZBH7JW/SK07BTiOqDe87-tQTxAC6HDG_AsN3tHNfWWCoYIEjn2sJvMZGlp9tidv3/pubhtml?gid=1949269944&single=true

→ **Appendix B: Link to Raw Data**

- ◆ The complete raw dataset used for this analysis is available at:

https://docs.google.com/spreadsheets/d/e/2PACX-1vQMyYcimJLXdqd5tZBH7JW/SK07BTiOqDe87-tQTxAC6HDG_AsN3tHNfWWCoYIEjn2sJvMZGlp9tidv3/pubhtml?gid=0&single=true

→ **Appendix C: Link to Interactive Dashboard**

- ◆ The interactive dashboard containing the visualizations presented in this report can be accessed at:

https://public.tableau.com/app/profile/janice.delos.santos/viz/lazada_2024/PersonallLazadaSpendingAnalysis