



Kampus
Merdeka
INDONESIA JAYA

RevoU Tech Academy

DATA ANALYTICS

Capstone Project

PRESENTED BY

TEAM 20 SECTION MERAUKE





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INDONESIA JAYA



NEXA COMMERCE





EXECUTIVE SUMMARY

Project Description:

How to increase the number of completed orders by 31-40% for the next 4 months

Objectives:

To increase the number of completed orders by 31-40% for the next 4 month

Tools:

Google Sheet, SQL BigQuery, Power BI

Metrics:

1. Sales Growth
2. Total Revenue
3. Perfect Order Rate

Analysis Result:

Identification of the most influential scope of analysis: product category, payment methods and discounts

Recommendation:

Focus on optimize products that have a high selling value by evaluate promotion strategies, improve the most returned product and evaluate payment method





DATASET

DATASET TEAM 20 - PAKISTAN LARGEST E-COMMERCE .XLSX

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Item_id	status	created_at	sku	price	qty_ordered	TOTAL_REVENUE	Net_Sales	category_name	discount_amount
576290	complete	9/1/2017	DOH_DOH-5-L	1,800	1	1,800.00	0.00	Men's Fashion	18
577825	canceled	9/6/2017	mdeal_DMC-540-10	899	1	899.00	0.00	Men's Fashion	8
577827	canceled	9/6/2017	KureshiC_205-bro	499	1	499.00	0.00	Men's Fashion	4
577828	canceled	9/6/2017	Echange-EP_03-43	849	1	849.00	0.00	Men's Fashion	8
577830	canceled	9/6/2017	Bata_8714758-43	746	1	746.00	0.00	Men's Fashion	7
578313	complete	9/7/2017	HALRAJ59AC6B01EF3F9	1,995	1	1,995.00	0.00	Home & Living	19
578235	complete	9/7/2017	MEFAYB59ACD5F033BF7	999	1	999.00	0.00	Men's Fashion	9
578236	complete	9/7/2017	MEFEMO59AC21B9C21BB-36	999	1	999.00	0.00	Men's Fashion	9
578247	complete	9/7/2017	MEFEYE59ACCD5340E3B	199	1	199.00	0.00	Men's Fashion	1
578109	order_refunded	9/7/2017	SOGBAK59AC6DDC59F6A	200	1	200.00	0.00	Soghaat	2
578556	refund	9/8/2017	BAGARM59ACFF8985357	3,000	1	3,000.00	0.00	Beauty & Grooming	30
579599	received	9/12/2017	BAGBER59AC6F0691771	65	1	65.00	0.00	Beauty & Grooming	
579752	complete	9/12/2017	MEFMAR59ABFA7BA00C8-S	215	1	215.00	0.00	Men's Fashion	2
579754	complete	9/12/2017	MEFMAR59ABF8E126D9B-S	215	1	215.00	0.00	Men's Fashion	2
579751	complete	9/12/2017	WOFLAL59AD992DE79A8	1,400	1	1,400.00	0.00	Women's Fashion	14
579596	received	9/12/2017	WOFETR59ABC25EF20E7-42	1,125	1	1,125.00	0.00	Women's Fashion	11
579598	received	9/12/2017	WOFLAL59AD30ADE03A1	790	1	790.00	0.00	Women's Fashion	7
579946	order_refunded	9/13/2017	MEFADO59B7AA608AB80-L	1,749	1	1,749.00	0.00	Men's Fashion	17
579948	order_refunded	9/13/2017	MEFPEA59ADC63F28491-S	199	1	199.00	0.00	Men's Fashion	1
580447	complete	9/14/2017	BAGKUR59AC811B88BB8	499	1	499.00	0.00	Beauty & Grooming	4
580448	complete	9/14/2017	BAGAJM59ADE67560562	440	1	440.00	0.00	Beauty & Grooming	4
580449	complete	9/14/2017	BAGJAC59AD15AC0F445	480	1	480.00	0.00	Beauty & Grooming	4

CLEANED DATASET HISTORY CLEANING DATA EDA Analysis Report

DATASET TEAM 20



METHODOLOGY

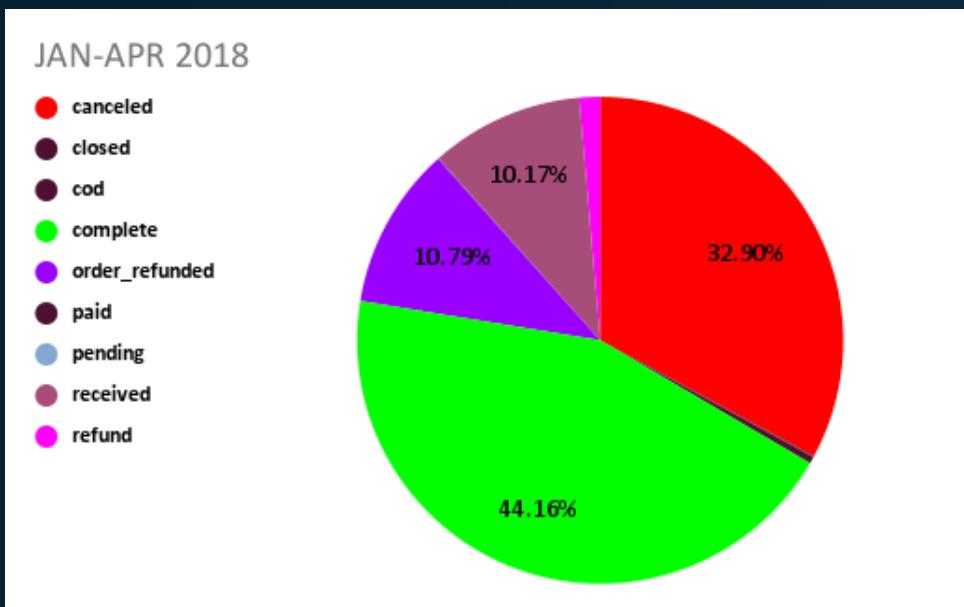
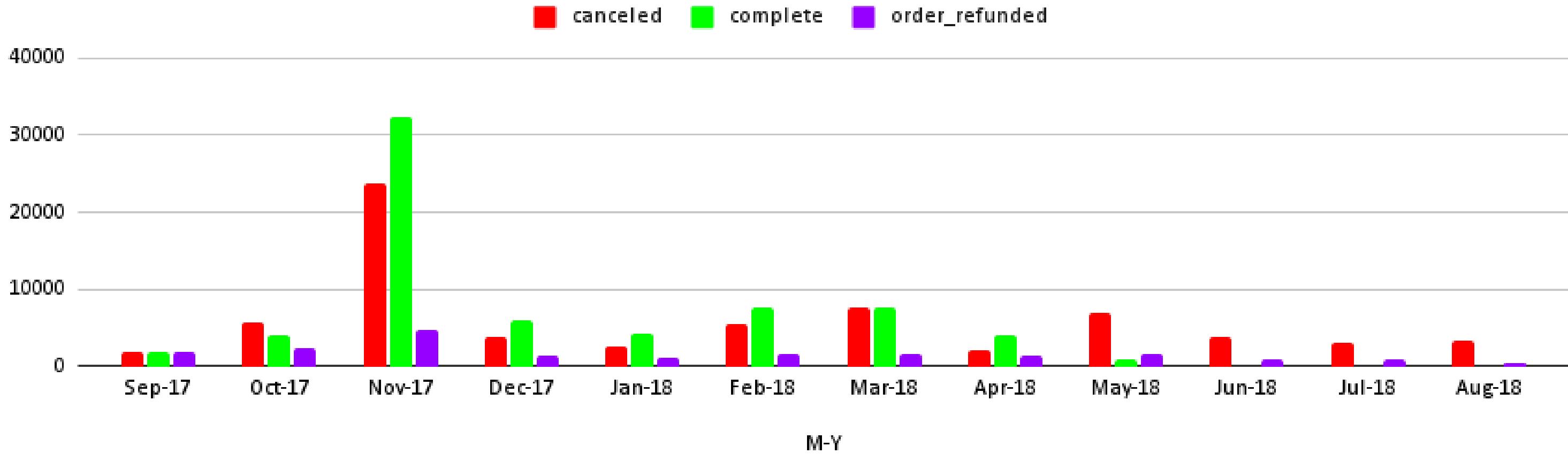




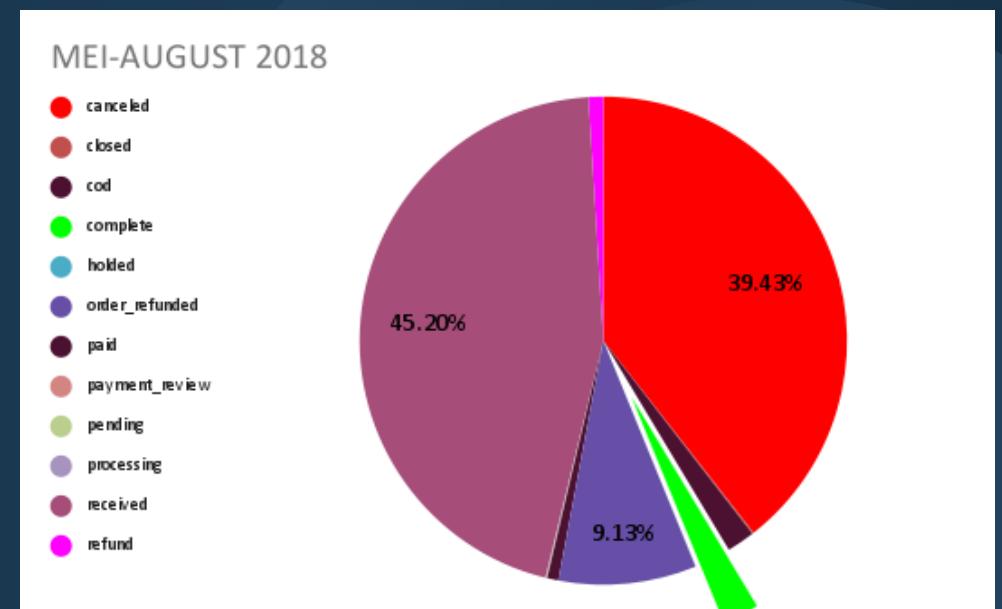
PROJECT BACKGROUND



Comparison Of The Number of Order Status



In the May-August 2018 period the number of orders with complete status decreased significantly compared to January-April 2018 which showed an increase.





BUSINESS PROBLEM

PROBLEM STATEMENT



How to increase the number of completed orders by 31-40% for the next 4 months

HYPOTHESIS



1. If the Easypay payment method is more effective and flexible, the number of completed orders will increase
2. If the quality of Men's Fashion category products is improved, the complete order status will increase
3. If the discount on the Mobiles and tablets category is more strategic at a certain momentum, the complete order status will increase

OBJECTIVE



To increase the number of completed orders by 31-40% for the next 4 month

METRICS



Total Revenue



Sales Growth



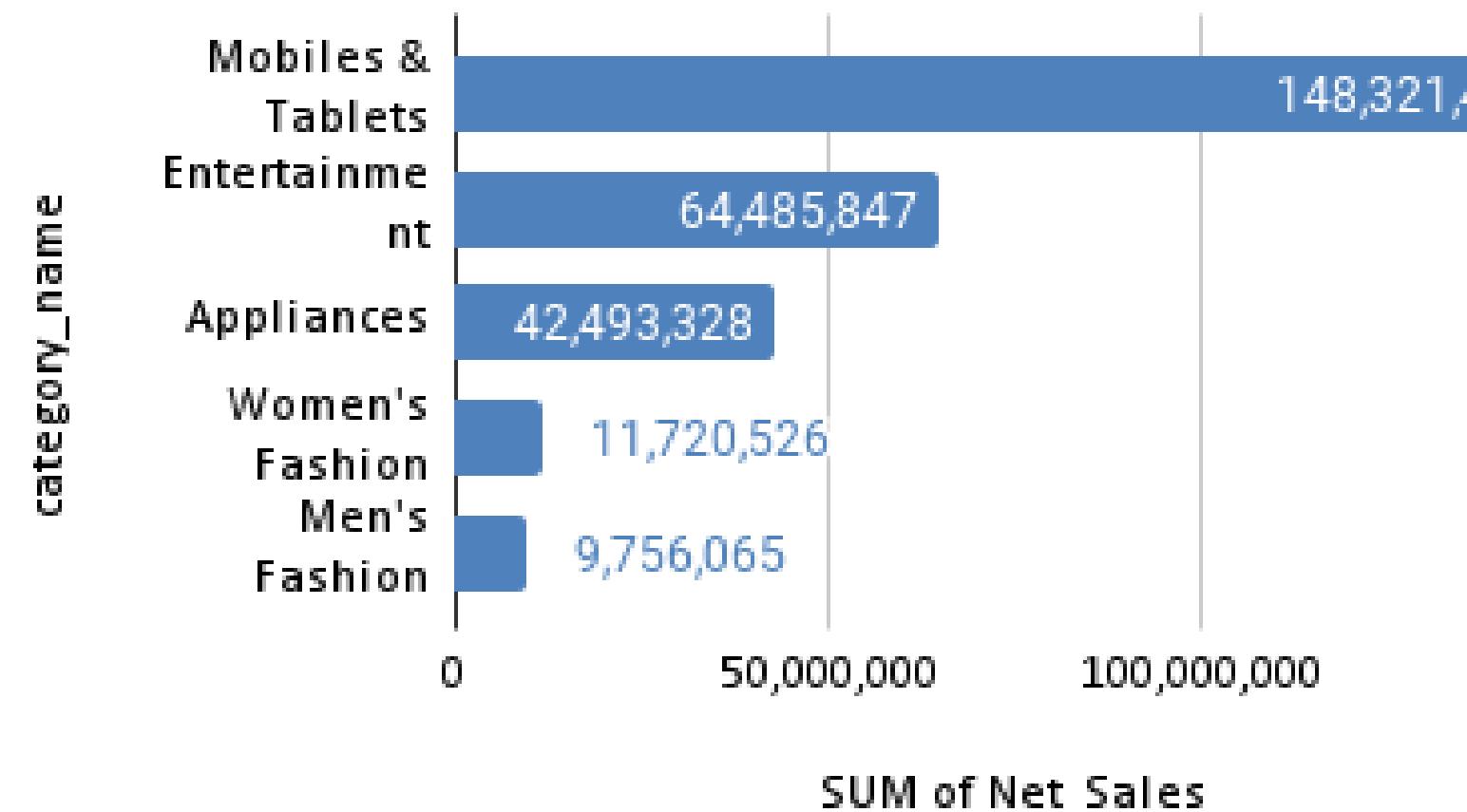
Perfect Order
Rate





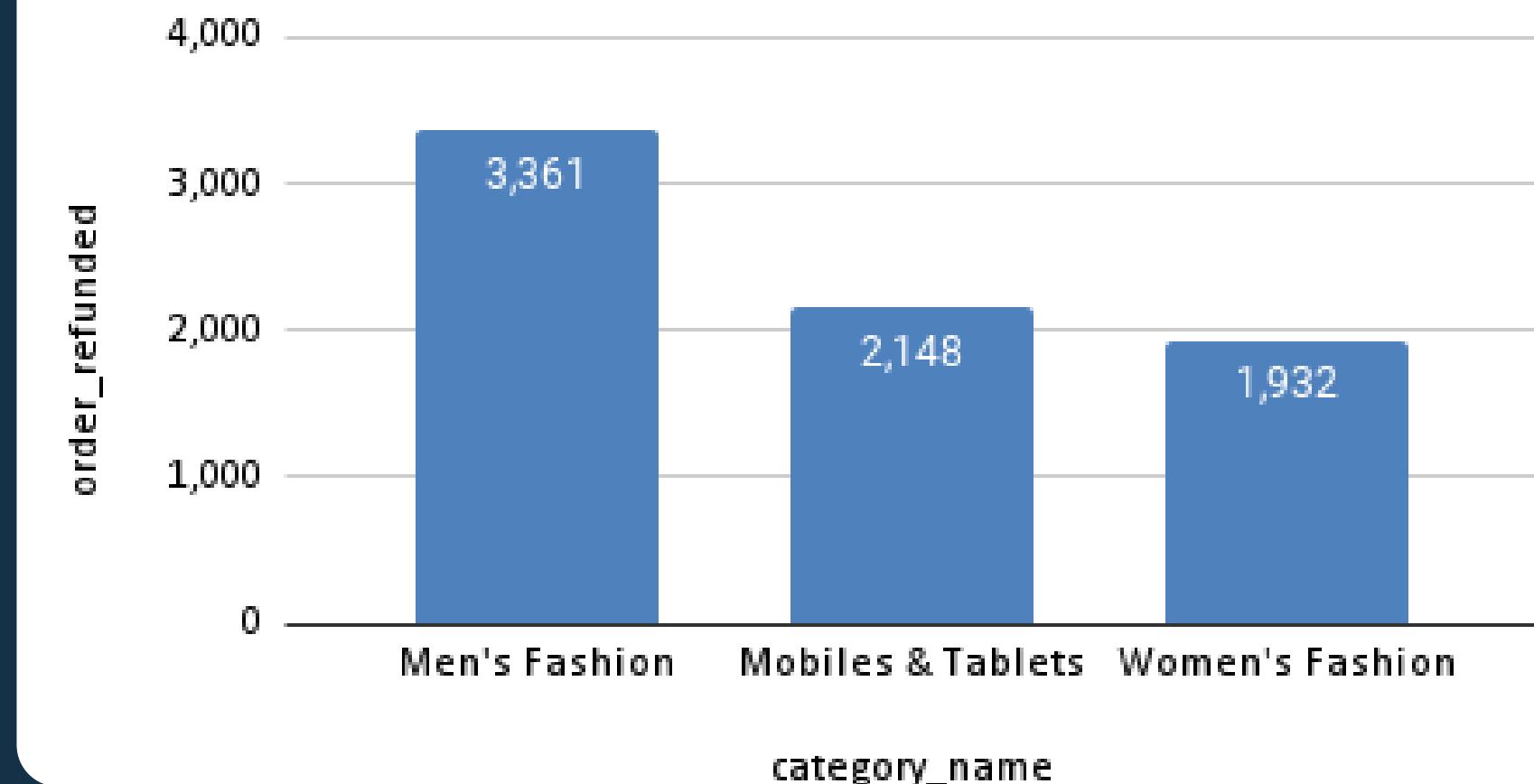
ANALYSIS OF PRODUCT

Net Sales By Category



The "mobiles and tablets" is a category with high sales value, making it the category that has the highest order complete rate in the last two periods.

Order Refunded By Category

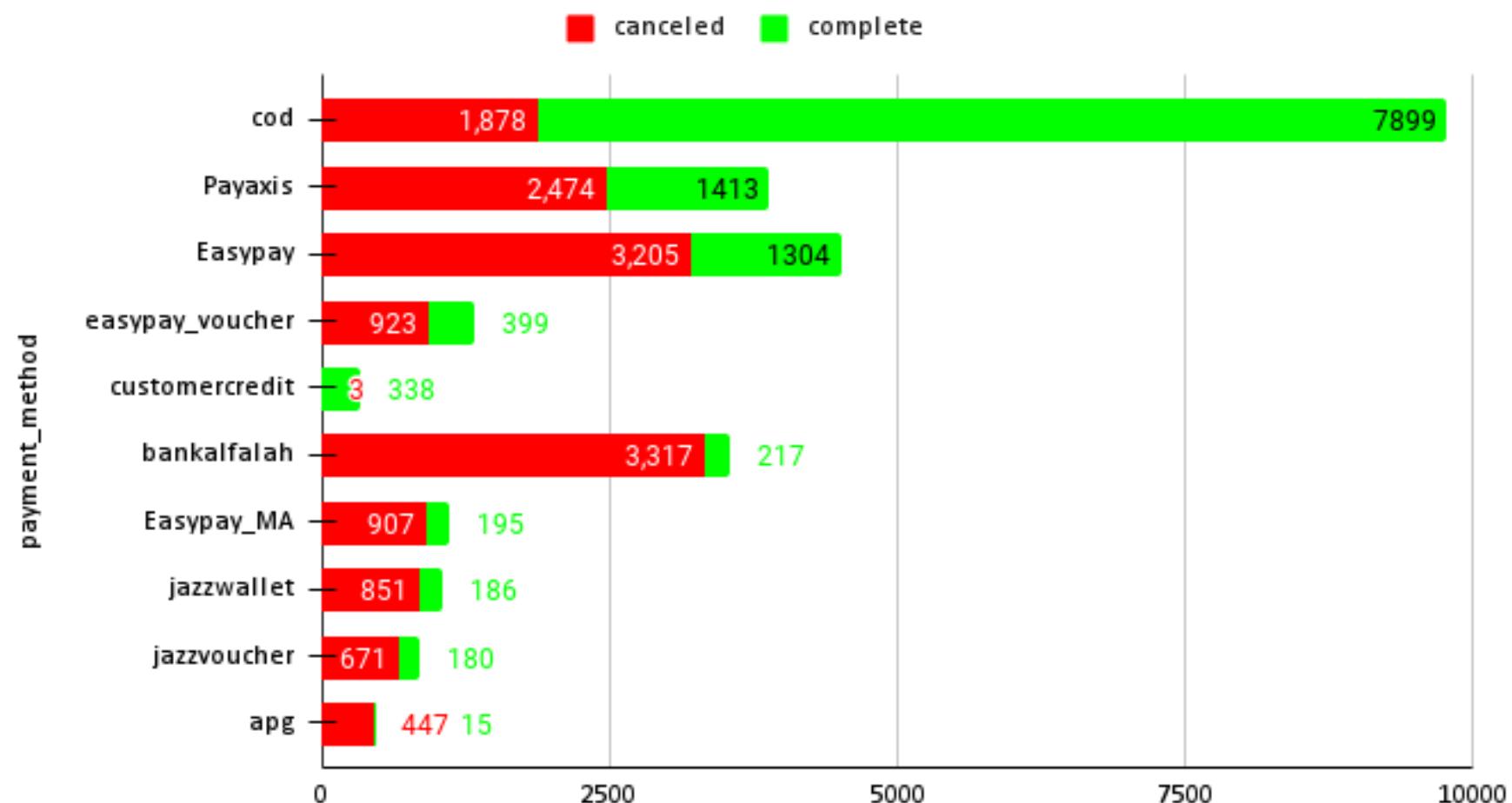


The "men's fashion" category has the highest number of customers, but it is also the category with the highest product returns in the last year.

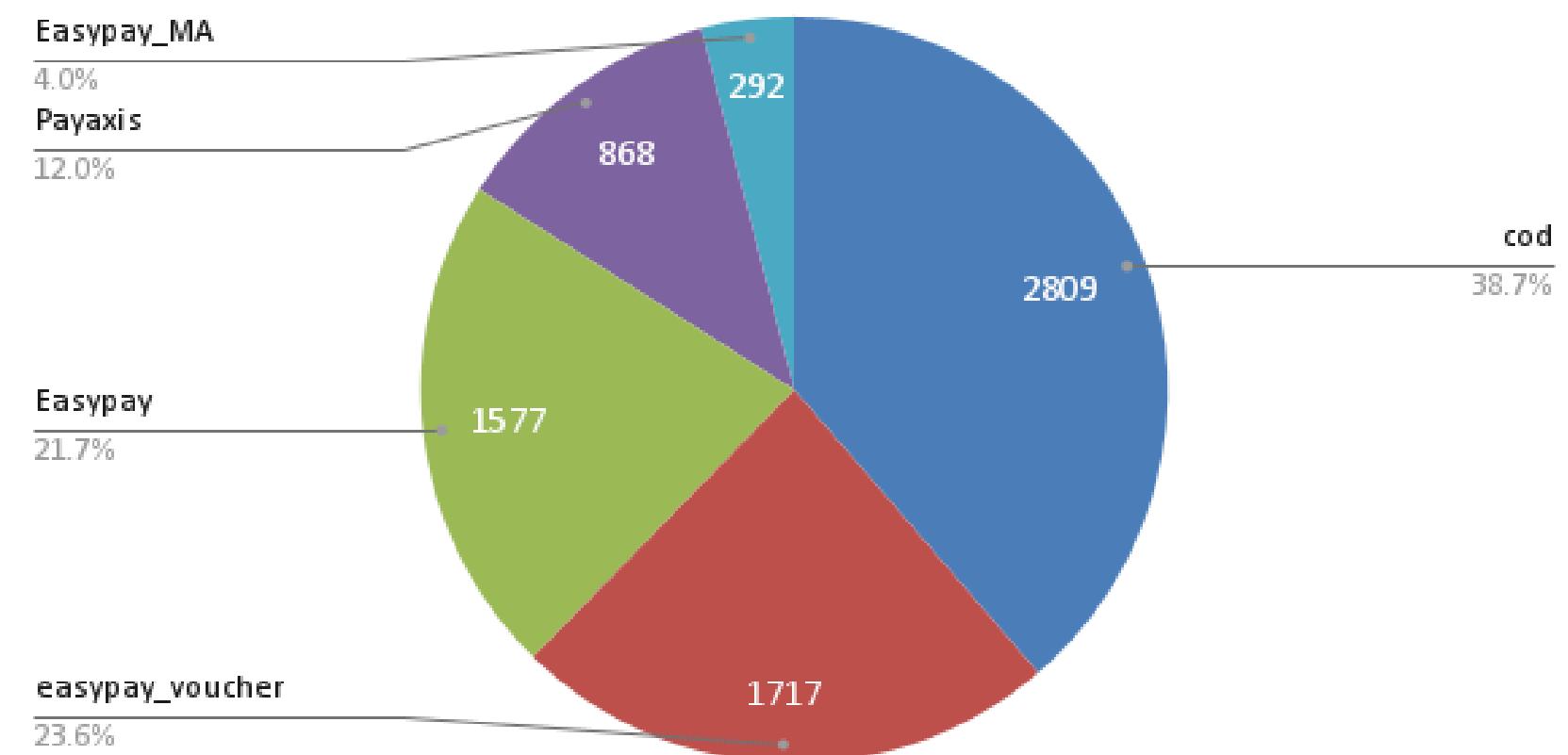


ANALYSIS OF PAYMENT METHOD

Payment Method Used Based On Completed and Cancelled Orders in 2018



Payment Method Used for Completed Orders By Mobile & Tablets



Customers who often cancel orders prefer to use the payment methods Bankalfalah and EasyPay

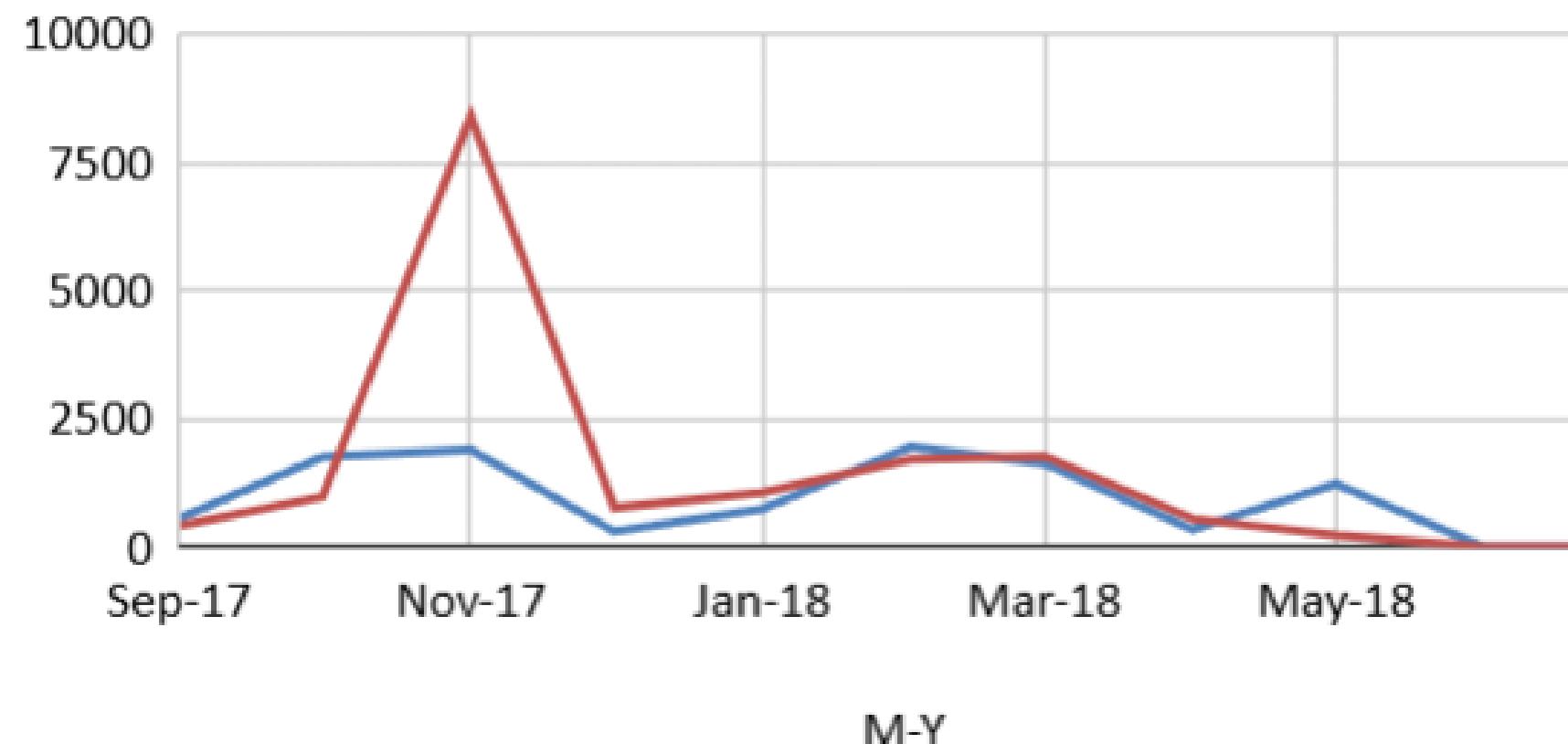
The category with the most complete status orders turns out to be more using COD payments



ANALYSIS OF DISCOUNT

AVG of discount_amount and COUNTA of st...

■ AVERAGE of discount_amount ■ COUNTA of status



The average increase in discounts fluctuates which is not always commensurate with the increase in complete orders



CONCLUSION

Main Insight

- ✓ The mobiles and tablets product category has had a high contribution to e-commerce net sales over the past year
- ✓ Easypay and Bank Alfalah are the payment methods with the highest cancellation rates
- ✓ The category of men's fashion has the highest number of customers, but it also has the highest rate of returns.



Recommendation

Optimize high selling product by evaluate promotion strategis



Evaluate Payment Method



Carry out better quality control



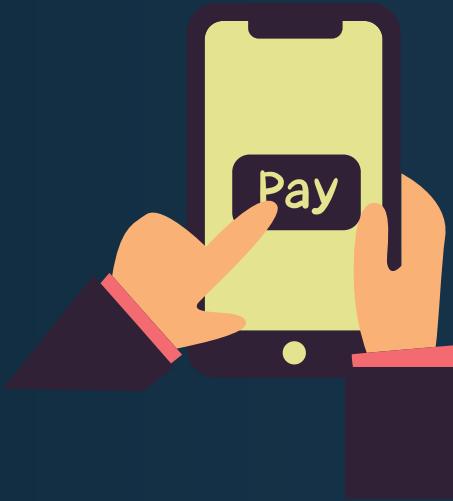
RECOMMENDATION



Using Influence
Marketing



Evaluate Quality
Control of Men's
Fashion Products



Evaluate Easypay &
Bankalfalah
Payment Method



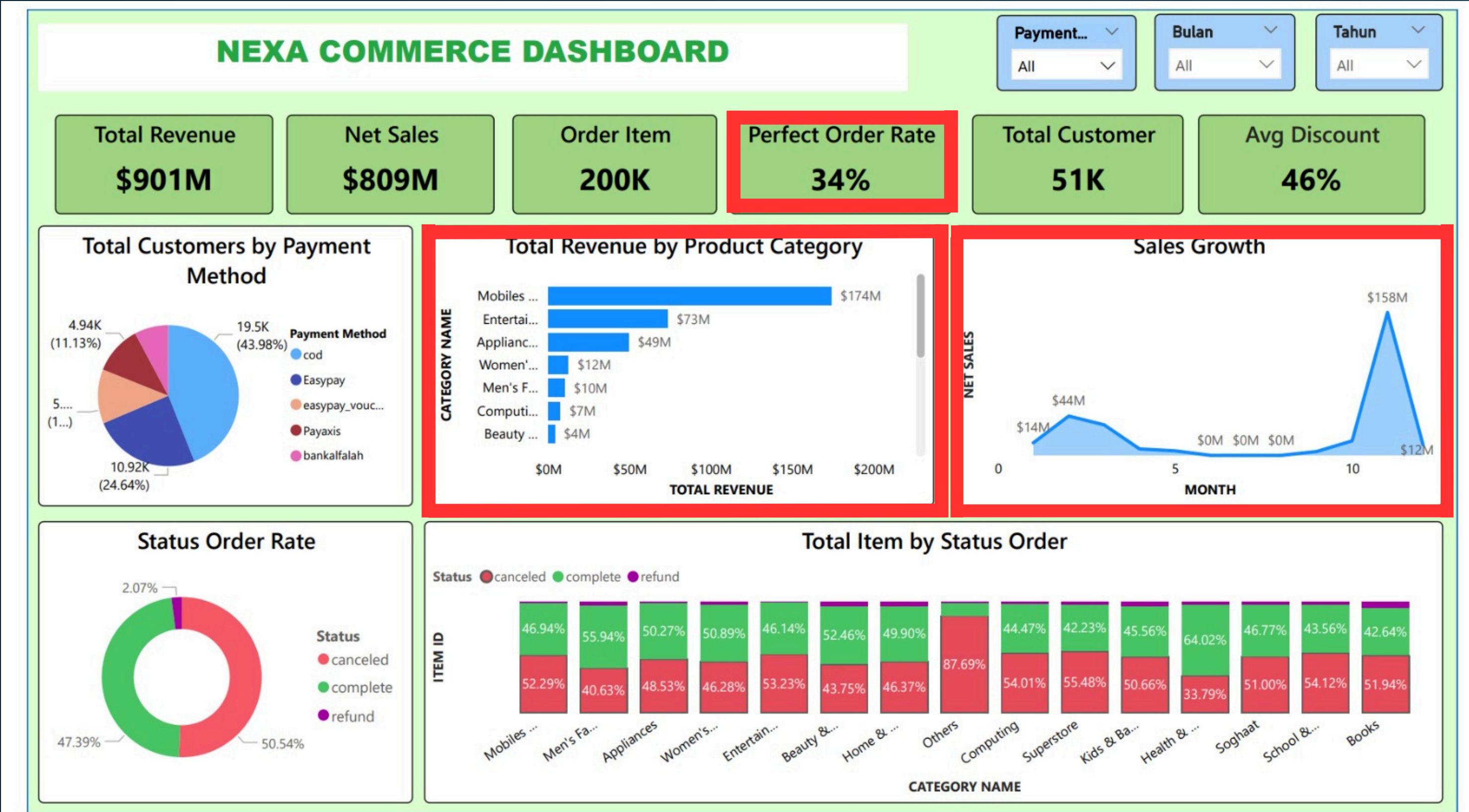
Expanding product
diversification of
Mobile & Tablets
Category



Give a Flash
sale Event



DASHBOARD



DASHBOARD TEAM 20



APPENDIX

RCA

[View For RCA Team 20](#)

DATASET

[View For Dataset Team 20](#)

DASHBOARD

[View For Dashboard Team 20](#)

PROJECT SQL QUERY

[View For Project Query Team 20](#)



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THANK YOU