

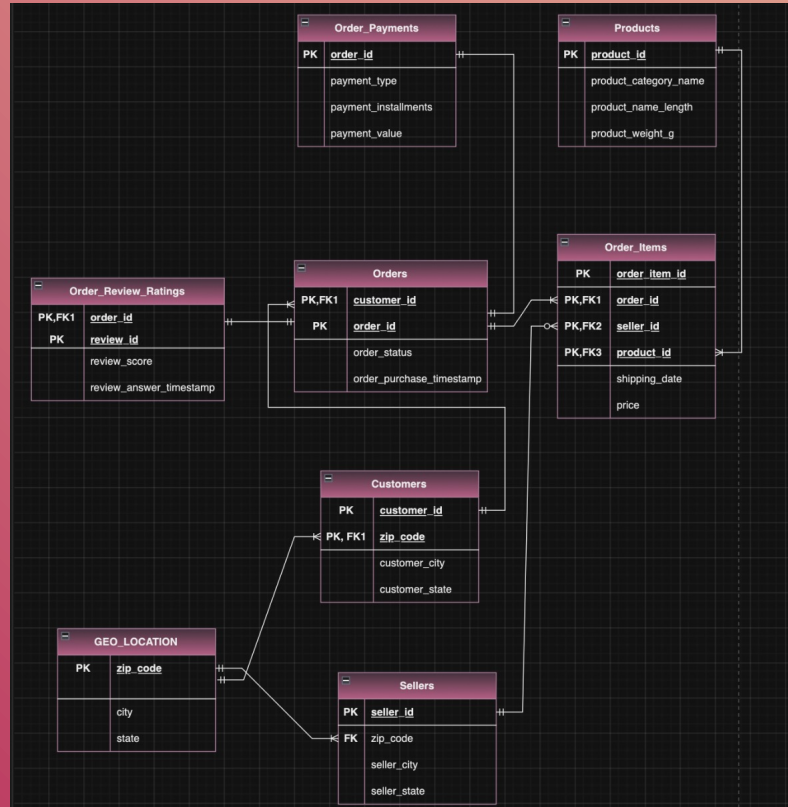
E-COMMERCE ANALYTICS

Final Video Presentation

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ERD



BUSINESS QUESTIONS

Find the most popular product category in each city based on the number of orders.

01

Find the top 5 best-selling products based on the quantity sold

02

Retrieve the top 10 customers who made the highest total payments

03

Find the products with the highest average review scores by category.

04

Find the products with the highest payment values.

05

List the cities where customers made more than three orders in a single day.

06

Calculate the total revenue generated for each orders.

07

Identify sellers who have received both high and low ratings on their products.

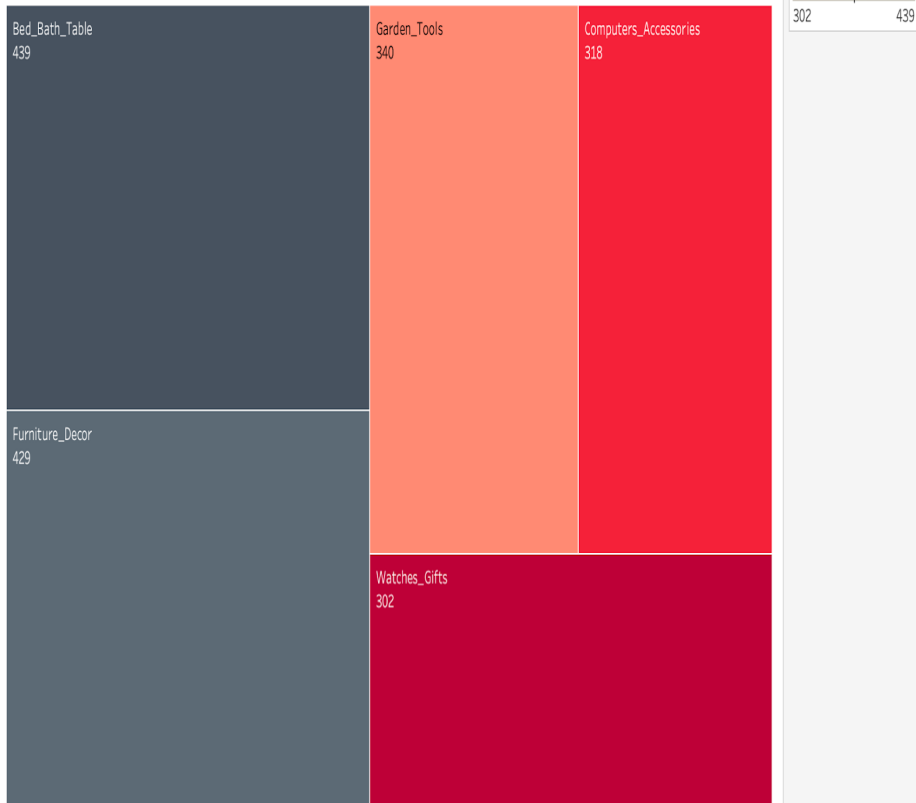
08

Q1: Find the most popular product category in each city based on the number of orders.

- In Tarsali and Bellampalle, "Bed_Bath_Table" is the most popular product category with 5074 and 1059 orders respectively.
- In Akkarampalle, "Telephony" is the most popular product category with 2786 orders.
- In the city of Kallur, the most popular product category is Garden Tools, which has received a total of 1363 orders.



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Q2: Find the top 5 best-selling products based on the quantity sold

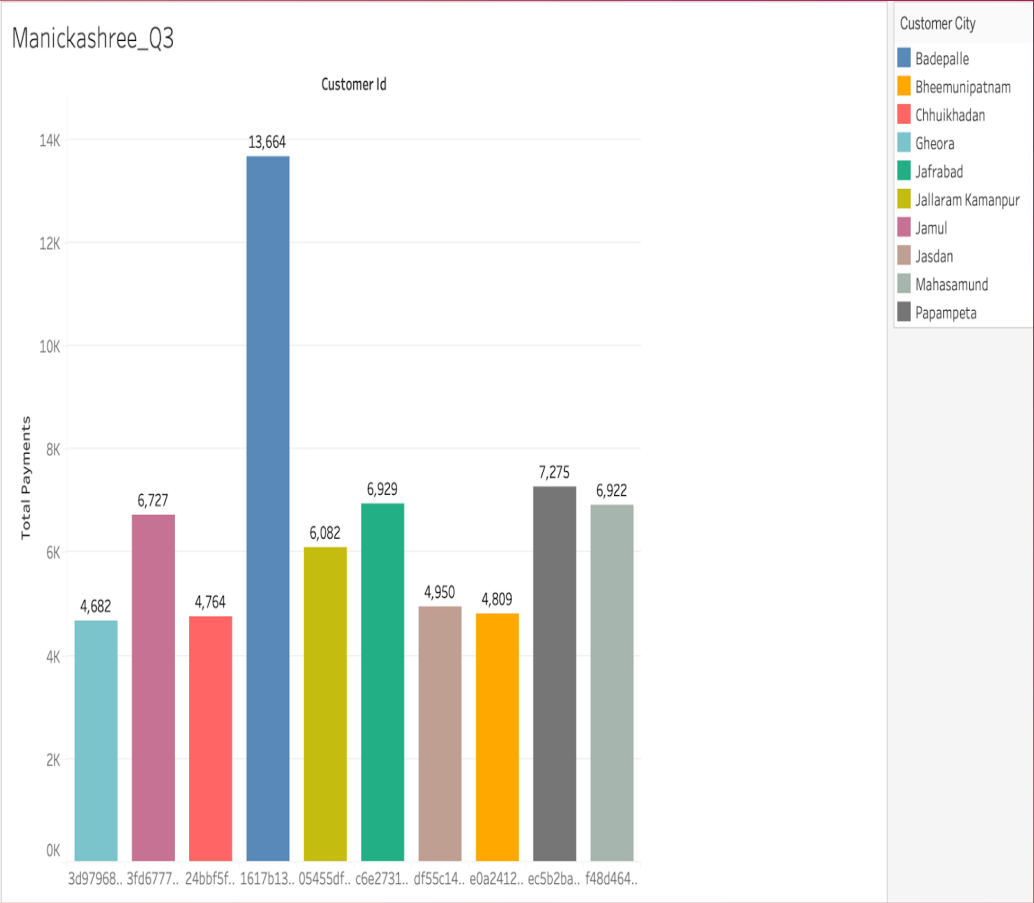
The top 5 best-selling products based on the quantity sold are

- Bed_Bath_Table
- Furniture_Decor
- Garden_Tools
- Computers_Accessories
- Watches_Gifts

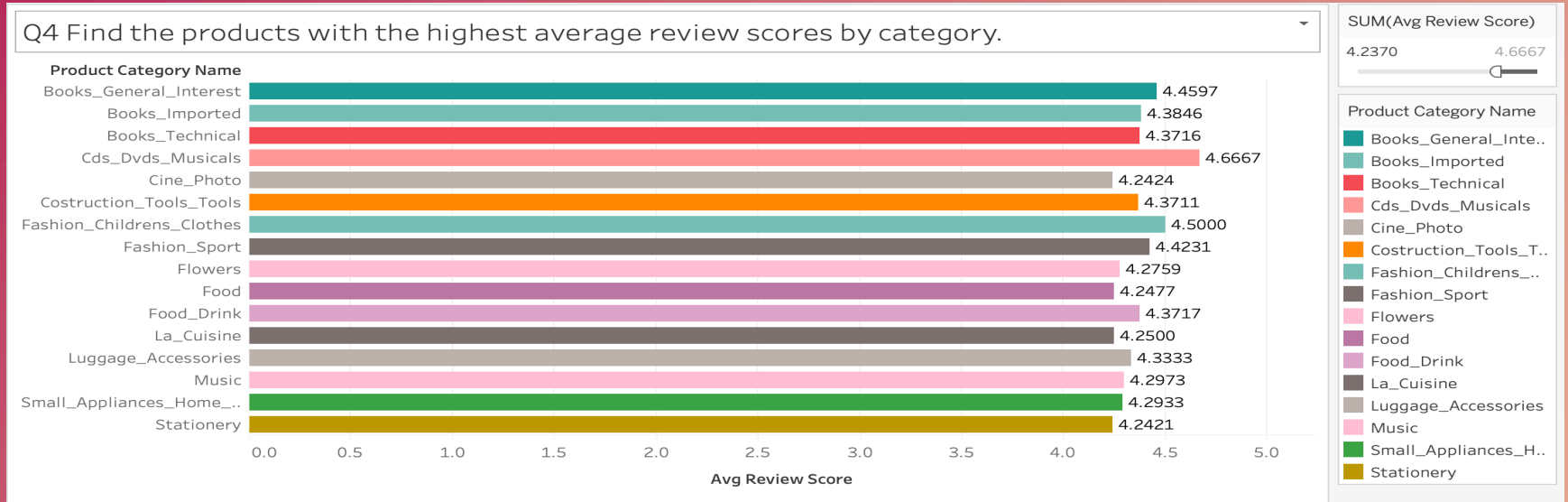
Q3 Retrieve the top 10 customers who made the highest total payments

The bar chart displays the top 10 customers who have made the highest total payments.

The customer from Badepalle has made the highest total payment of approximately INR 13664.08, followed by the customer from Papampeta who has made a total payment of INR 7274.88 and is ranked second highest.



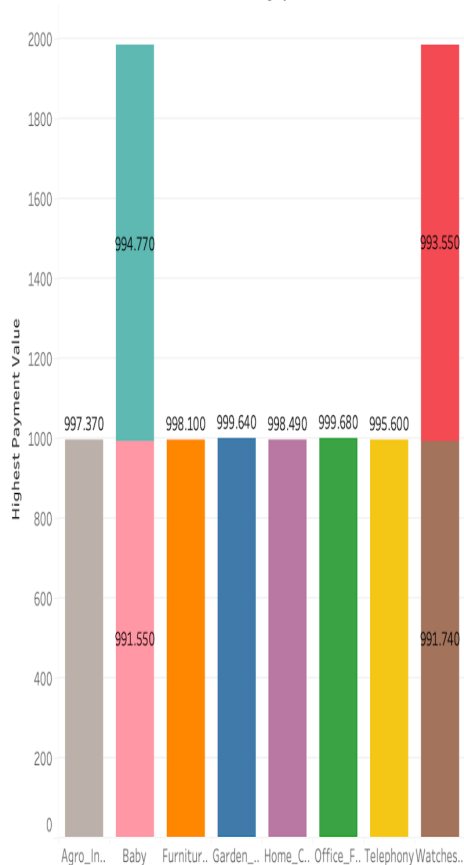
Q4 Find the products with the highest average review scores by category.



From the above visualization it is evident that the products in Cds_Dvds_Musicals category received the highest review score of 4.6667.

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Product Category Name



Product Id

- 4d0322b5ddf89ce6a..
- 5d6bea33648f018db..
- 5faf912b4044bad95..
- 25c38557cf793876c..
- 364db9e9154fdb43..
- 407eeaa1c0dcd776f..
- 482c25dc85125479..
- 706982d4d1d9841d..
- cc01f8e6114f2ff5a8..
- f3c179e260e0eeffb..

Q5 Find the products with the highest payment values.

The products in the “Watches_gifts” and “Baby” category have the highest payments values.

Q6 List the cities where customers made more than three orders in a single day.

Akkarampalle

Customers from Akkarampalle city made more than three orders on a single day

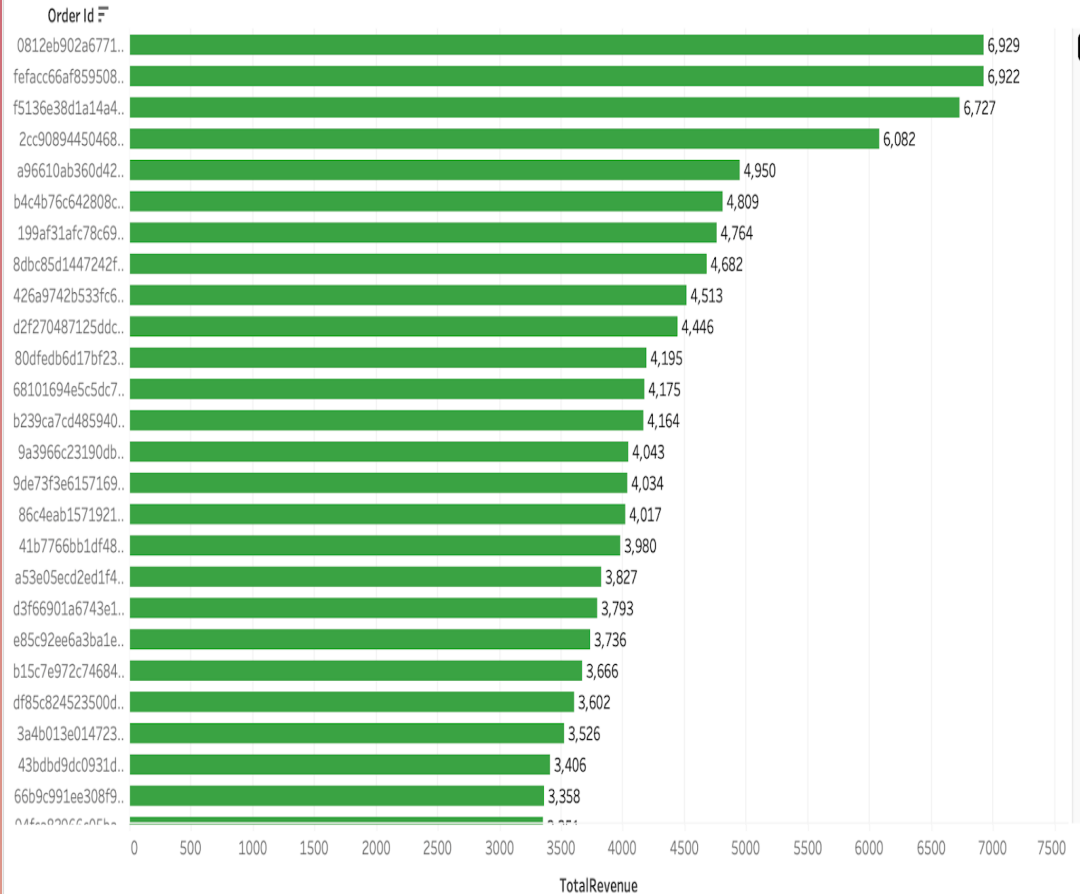
On 20 November 2017 a total 8 orders were placed by the customers in Akkarampalle

Q7 Calculate the total revenue generated for each order.

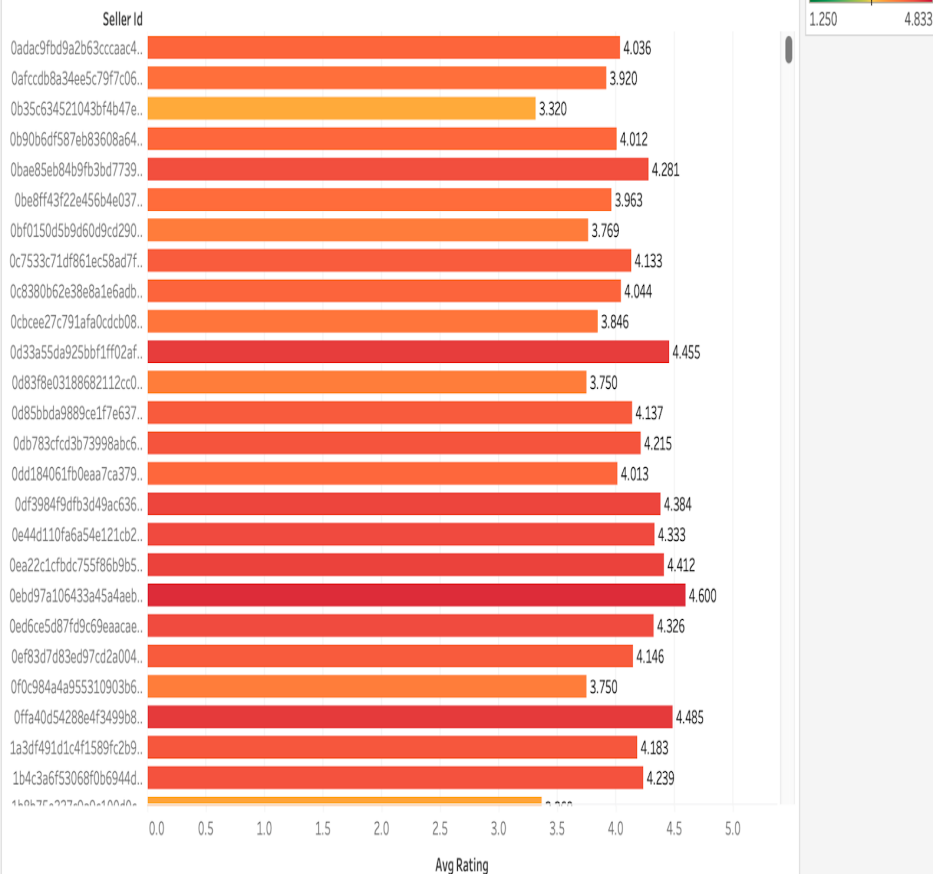
The Bar chart tells us the total revenue generated per order.

The maximum total revenue generated in one order is INR 6929 for the order “0812eb902a67711a1cb742b3cdad65ae”.

Manickashree_Q7



Manickashree_Q8



Q8 Identify sellers who have received both high and low ratings on their products.

The seller with id “ce69a8021d18961dd2a40269b7c2c293” received both high and low rating on their products and their average review rating is “4.833”.

THANK YOU!!

