# E-Commerce Sales Analysis Report

## Summary:

In today's fast-paced digital world, the e-commerce sector is experiencing tremendous growth. Platforms like Blinkit, Swiggy Instamart, and JioMart are revolutionizing the way customers shop for daily essentials. This analysis explores the sales, customer satisfaction, product performance, and delivery efficiency across these platforms to uncover actionable insights that can enhance business operations.

## Problem Statement:

With the growing competition in online grocery delivery, understanding platform-wise performance, product category revenue, refund trends, and customer satisfaction metrics is crucial. This project aims to identify which platform performs best, what products generate the most revenue, and how delivery efficiency impacts customer satisfaction.

## Data Description:

- **Microsoft Excel:** Data cleaning, chart creation, and dashboard building.
- **Data Analytics Skills:** Data aggregation, trend analysis, and pattern identification.
- **Visualization Techniques:** Bar charts, pie charts, line graphs, and KPI indicators.

## Tools and Skills Used:

The dataset includes:

- Order info: ID, timestamp, value, delivery time, discount.
- Platform: Blinkit, Swiggy Instamart, JioMart.
- Product categories: Beverages, Dairy, Grocery, Snacks, etc.
- Customer feedback, service ratings (1–5), delivery distance, refund requests.

## Chart Analysis:
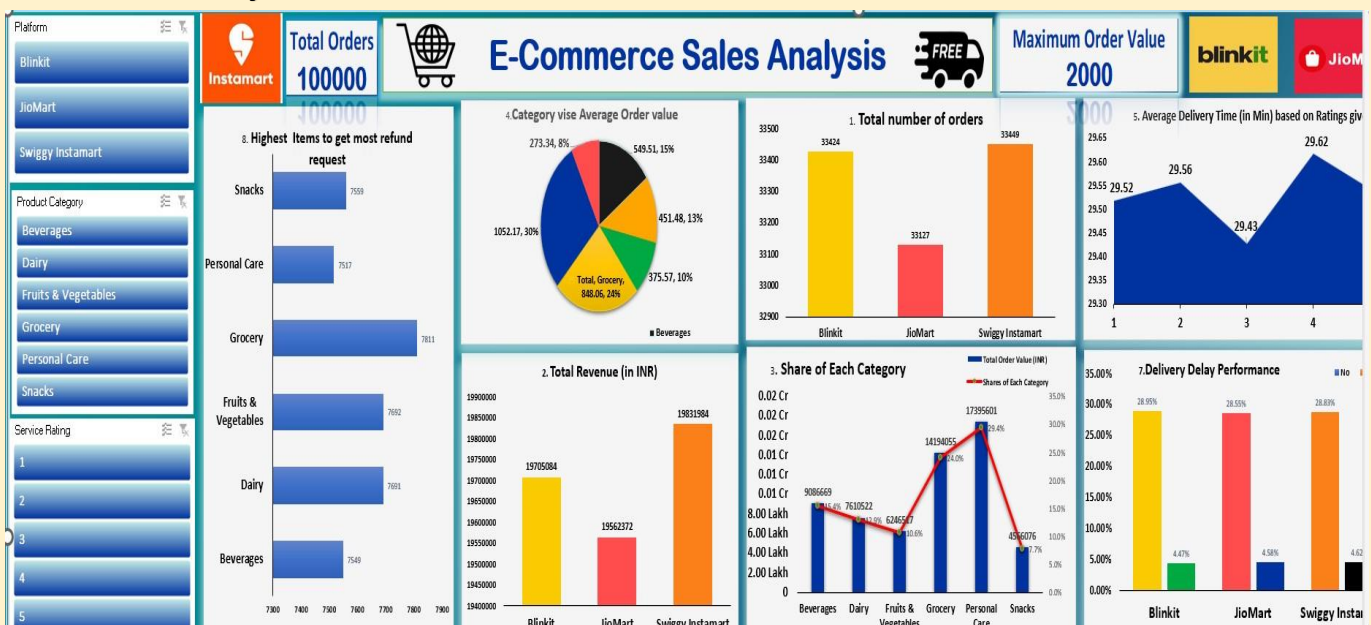
- **Total Orders:** 1,00,000+ orders analyzed.
- **Platform-wise Orders:** Swiggy Instamart leads slightly over Blinkit; JioMart lags.
- **Revenue:** Swiggy Instamart tops with ₹1.98 Cr, followed by Blinkit and JioMart.
- **Avg. Order Value:** Grocery is the highest at ₹848.
- **Delivery Delay Rate:** JioMart has the highest at 28.55%; Blinkit lowest at 28.5%.
- **Refund Requests:** Grocery, Snacks, and Beverages lead in refunds.
- **Delivery Time vs Rating:** Higher ratings show slightly quicker delivery.

## Business Questions Answered:

Referencing your provided document:
- **Top Revenue Platform**: Swiggy Instamart.
- **Highest Contributing Product**: Grocery (24% revenue share).
- **Average Delivery Time**: JioMart (slowest), Blinkit and Swiggy are faster.
- **Refunds vs Ratings**: High refund requests correlate with low service ratings.
- **Frequent Refund Categories**: Grocery and Snacks.
- **Delay Percentage**: Around 28.5%–28.9% across platforms.

## Conclusion:

This E-Commerce Sales Analysis helps draw meaningful conclusions:

- **Operational Efficiency:** Blinkit offers faster service.

- **Revenue Optimization:** Focus on top-selling categories like Grocery.

- **Customer Experience:** Address refund-heavy categories and streamline delivery.