

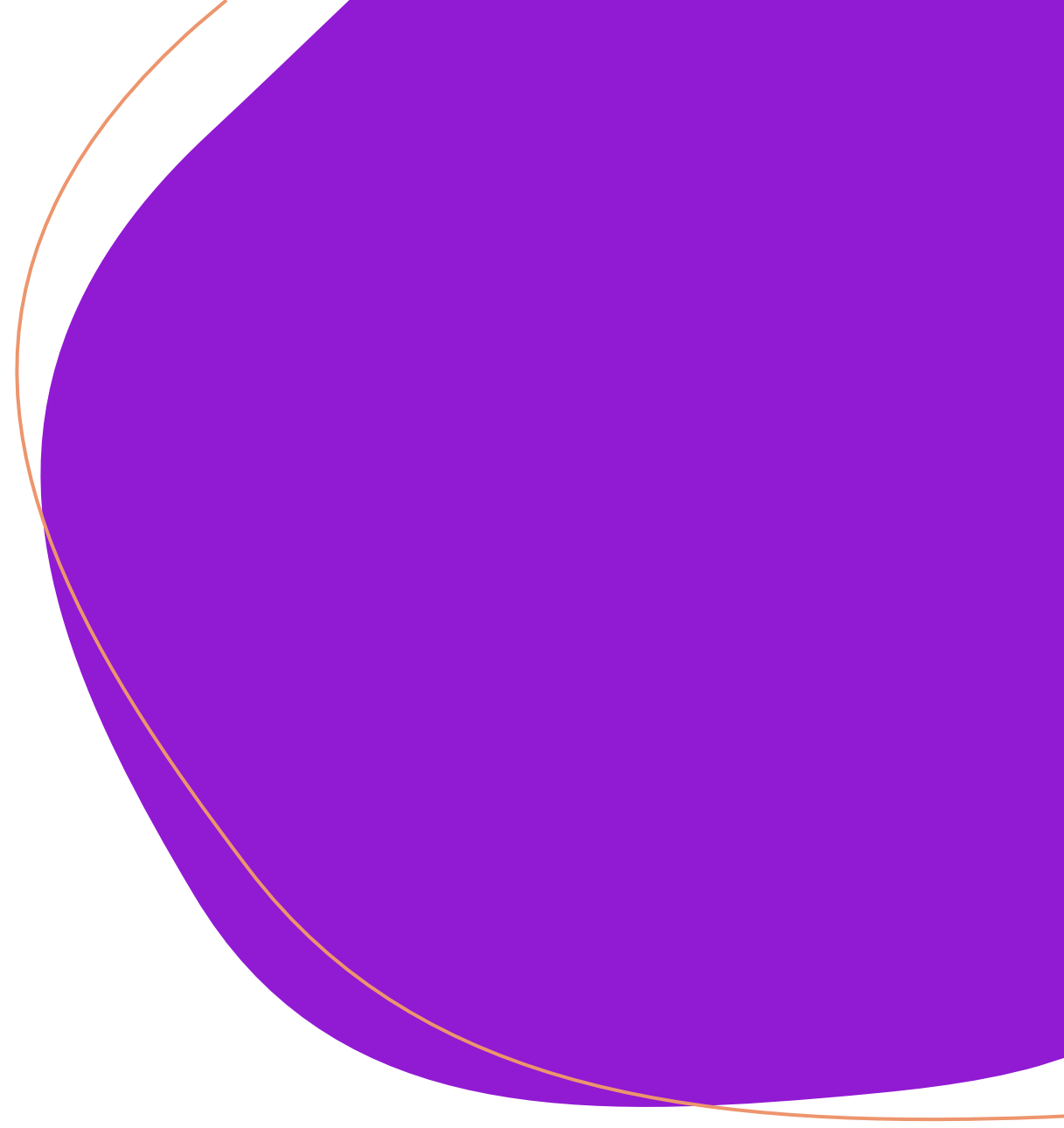


E-Commerce Store

Analysis

Introduction

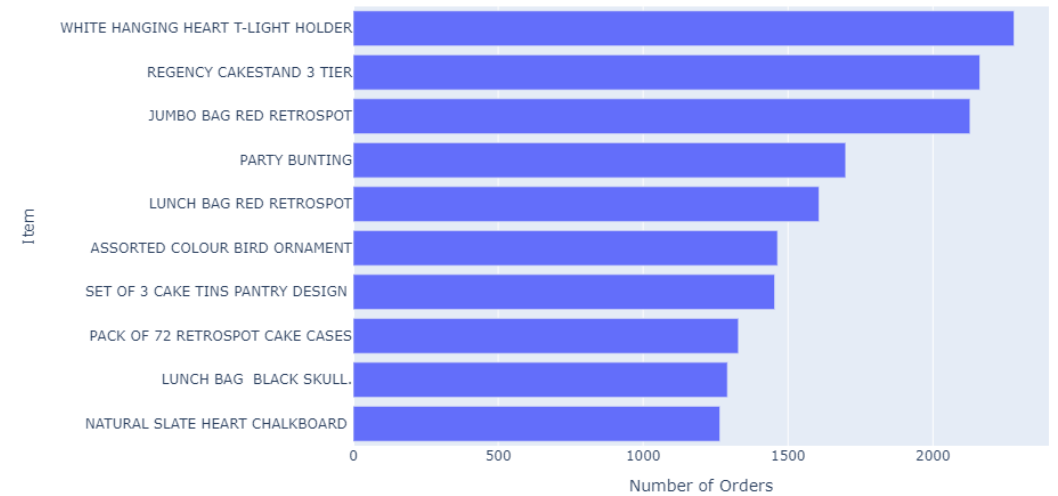
- As a junior analyst, I was very happy to receive your store as my first project. This study focuses mainly on the products of your store, and is focused to make your store more efficient and productive. Hope you Enjoy!



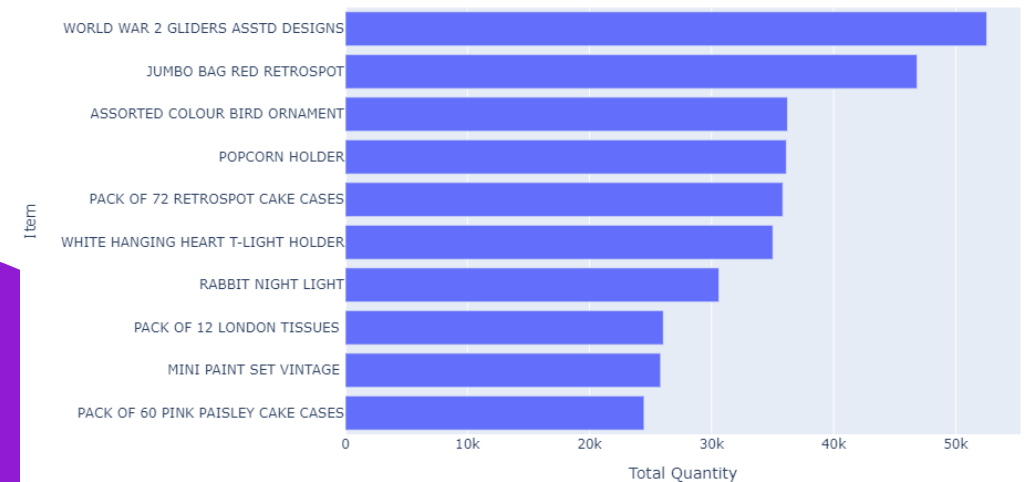
Products

1. Items that were ordered the most times are mainly items that are used to decorate the house.
2. Items that had the most revenue are mainly one time items, like crafts.

Top 10 most sold items



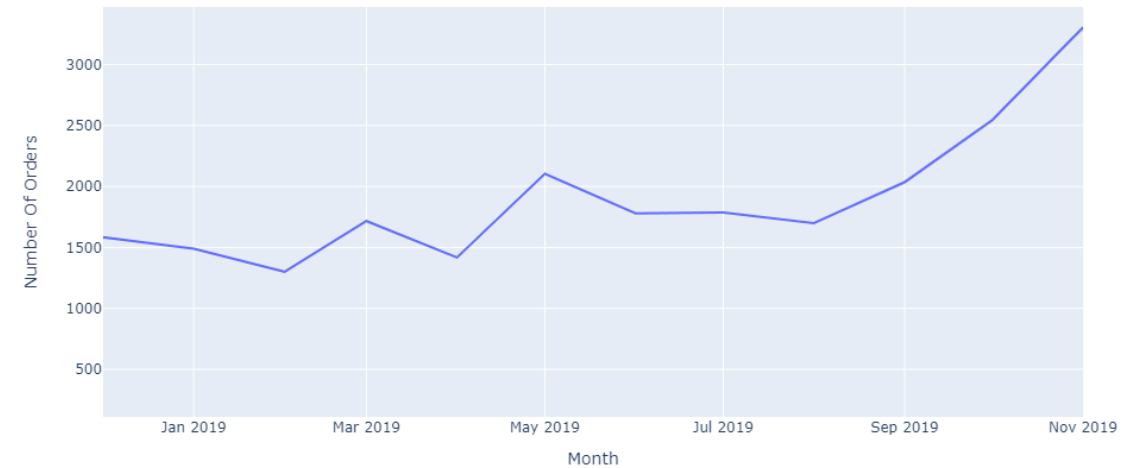
Top 10 most sold items in terms of Quantity



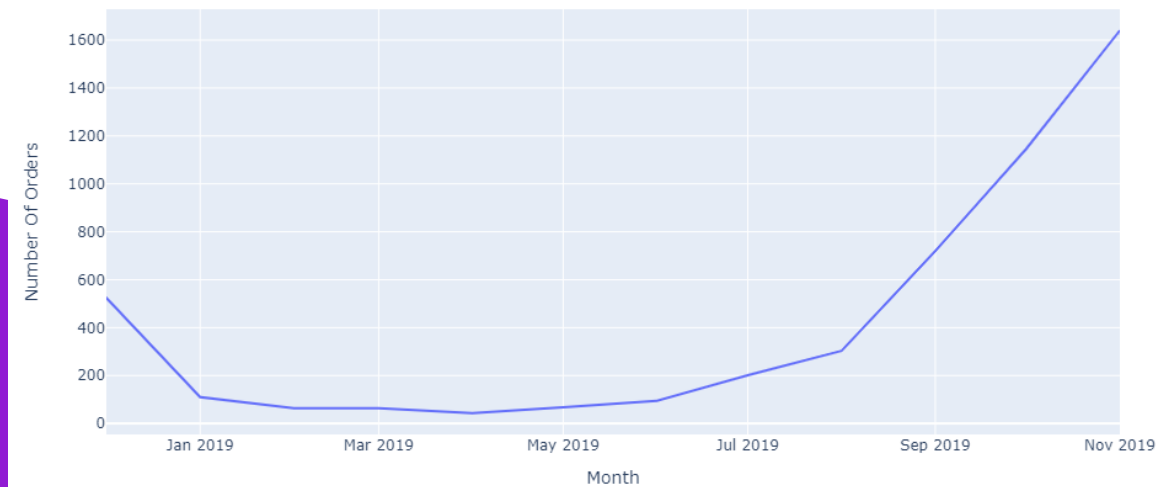
Periods of Year

1. The store's best period in terms of orders is between September to November. The worst period is just after that, between December and February.
2. Items that are related to Christmas sell much more closer to Christmas than Other seasons.

Orders per Time



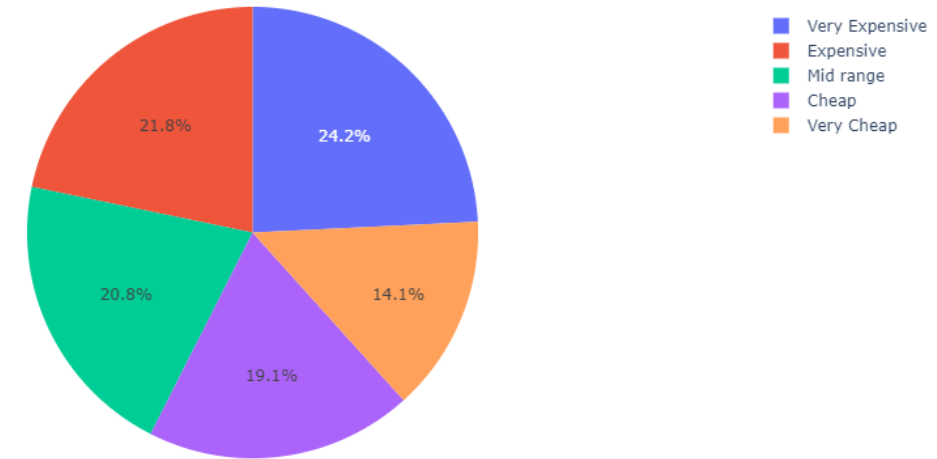
Orders per Time for Christmas products



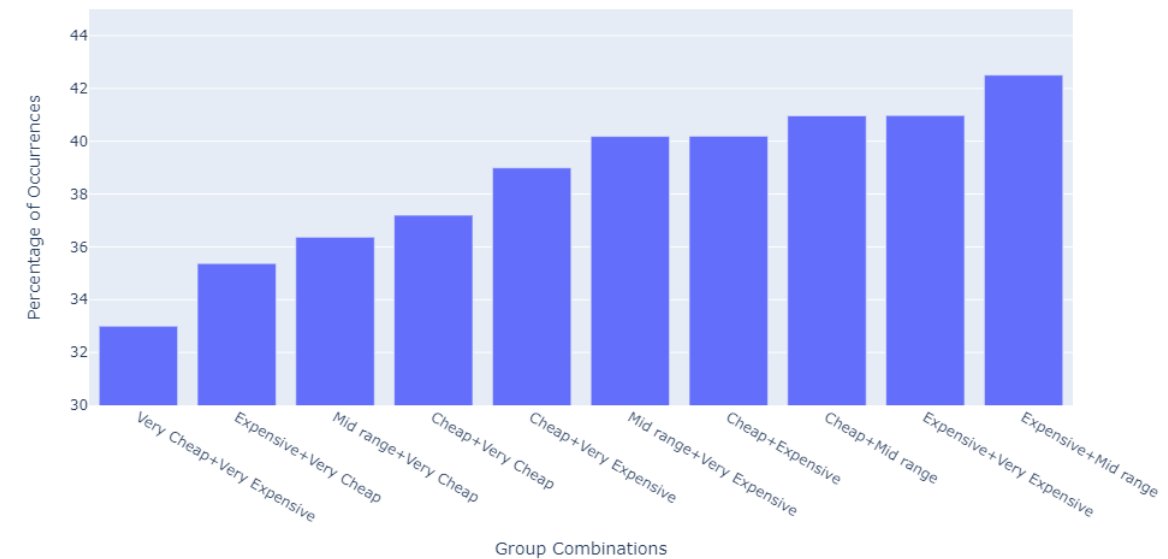
Prices

1. Orders have more of a chance to contain a relatively expensive item than a cheaper one.
2. Orders with cheaper items have less of a chance to be a big order than orders with more expensive items.

Number of Orders per Price Category



Price Categories Combinations - Percentages



Recommendations

- 1. The store should target customers for decorative items and crafts.
- 2. The store should market themselves more during the December-February period.
- 3. Recommendation system – During seasonal holidays should contain seasonal products, If a customer adds a relatively expensive item to his cart, It should recommend other items. If they add a cheap item – recommend more items of the same kind.

The background of the image shows multiple rows of shopping carts, likely in a parking lot or storage area. The carts have white metal frames and bright red plastic handles. They are arranged in neat, receding rows, creating a strong sense of perspective. The lighting is bright, suggesting an outdoor setting during the day.

Thank you for your time!