E-Commerce Sales Analysis

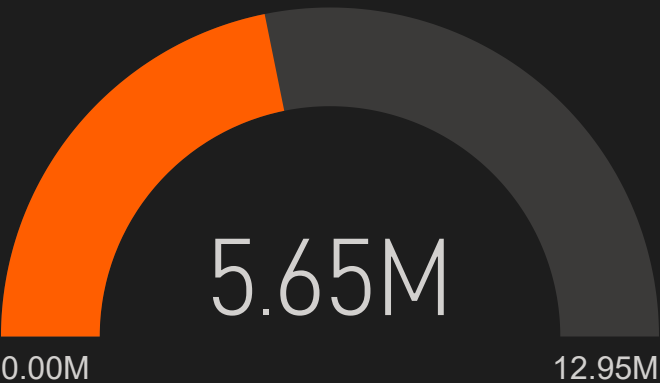| 15K	10.12K	5.65M	12.95M	Avg Rating	0.75	160K
Total Orders	Products	Revenue	Potential Revenue	2.50	Cart Abandonment Rate	Website Traffic

Actual Revenue Vs. Potential Revenue

5.65M
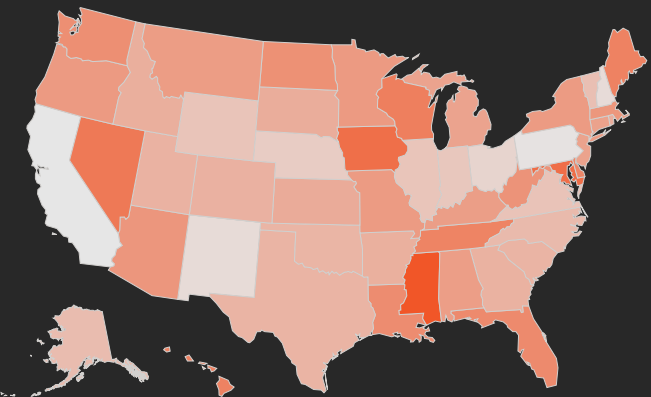
0.00M — 12.95M

Revenue Vs. Potential Revenue

◆ Revenue ◆ Potential Revenue

0.64M
1.4M

0.5M

0.2M
0.09M
0.11M
0.1M
0.12M
0.2M
0.2M
0.1M
0.1M
0.2M
0.07M
0.06M
0.12M
0.06M
0.06M
0.1M
0.2M
0.08M
0.2M
0.2M
0.00M
0.10M

0.00M

13 Oct   27 Oct   10 Nov   24 Nov

Year

1M

Revenue (y-axis left) / Potential Revenue (y-axis right) 0M
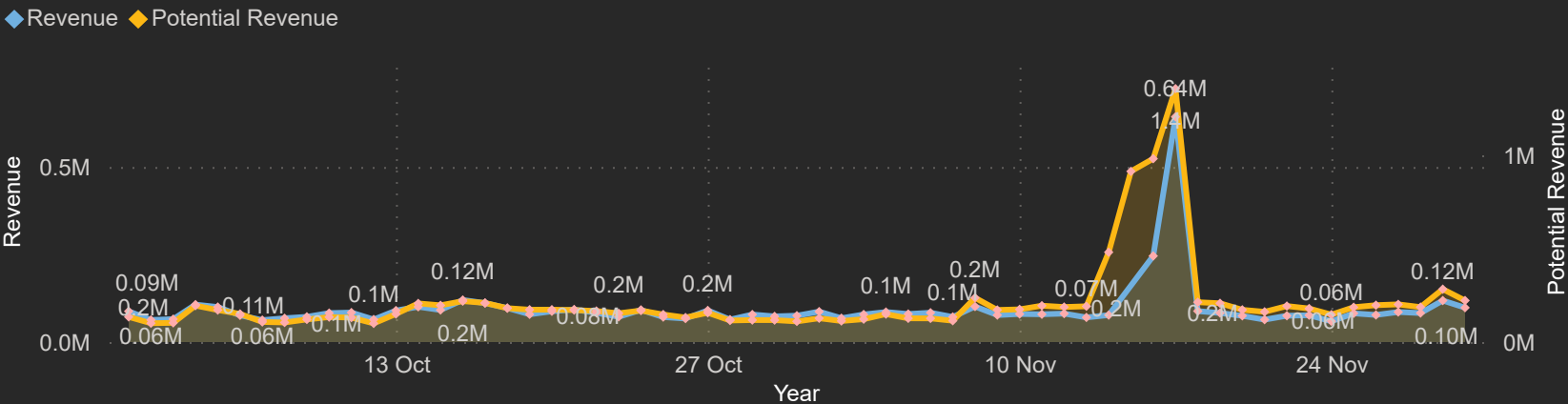
Top 5 Most Purchased Brand

0.25K (2.2%)
1.55K (13.85%)
4.78K (42.72%)
4.05K (36.2%)

Brand
- Samsung
- Apple
- Xiaomi
- Huawei
- Lg

Revenue By Location

Revenue By Rating Score
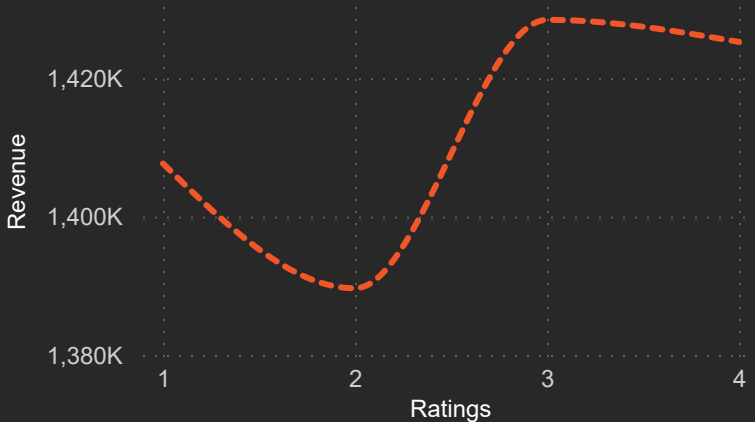
1,420K

1,400K

1,380K

Revenue

1   2   3   4

Ratings

E-Commerce Sales Analysis

Sales by Brand

- Apple: 25.03M
- Samsung: 12.85M
- Xiaomi: 4.16M
- Lg: 2.01M
- Acer: 1.73M
- Huawei: 1.38M
- Lenovo: 1.03M
- Sony: 1.00M
- Asus: 0.46M
- Oppo
- Bosch
- Hp
- Indesit
- Artel
- Dauscher

Price / brand

Sales by Category

- Electronics: 46M
- Computers: 8M
- Appliances: 7M
- Furniture: 1M
- Construction: 0M
- Apparel: 0M
- Auto: 0M
- Sport: 0M
- Kids: 0M
- Accessories: 0M
- Country_yard: 0M
- Stationery: 0M
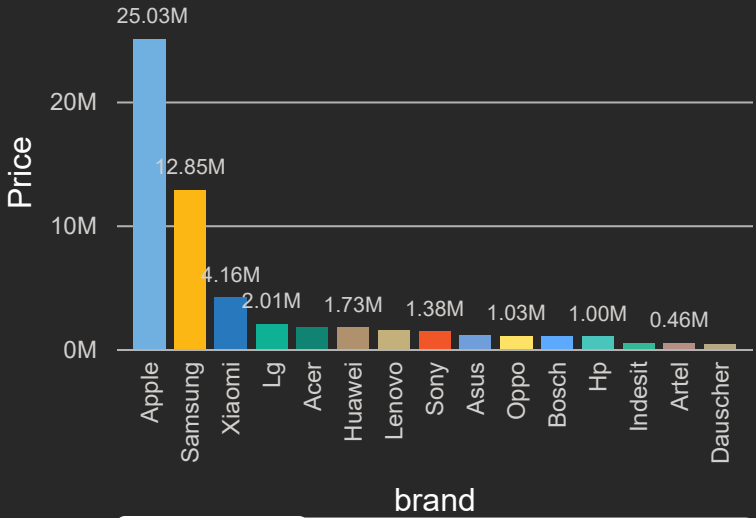
Price / category

Sales by Channel

- Browser: 31273.33K
- App: 31095.59K

Channel / Sum of price

Sales by Day

- 373
- 390
- 381
- 388
- 384
- 391
- 377
- 468
- 436
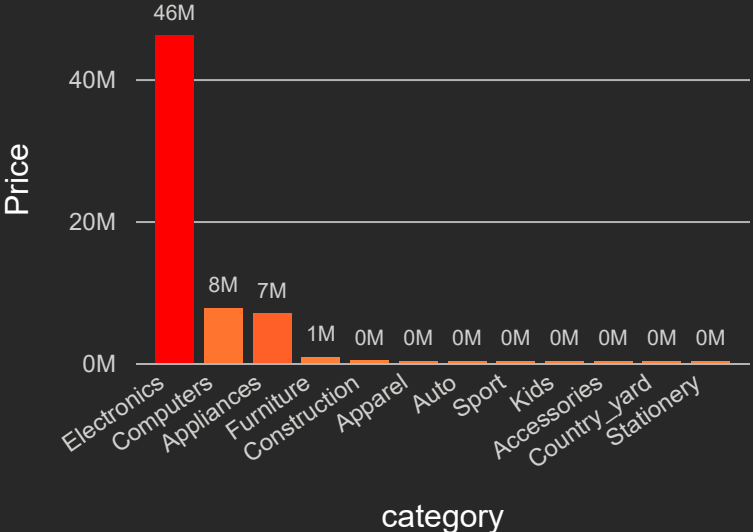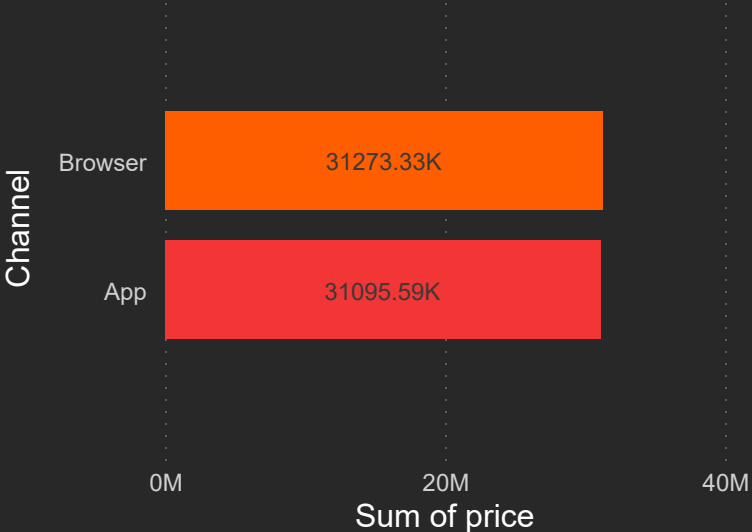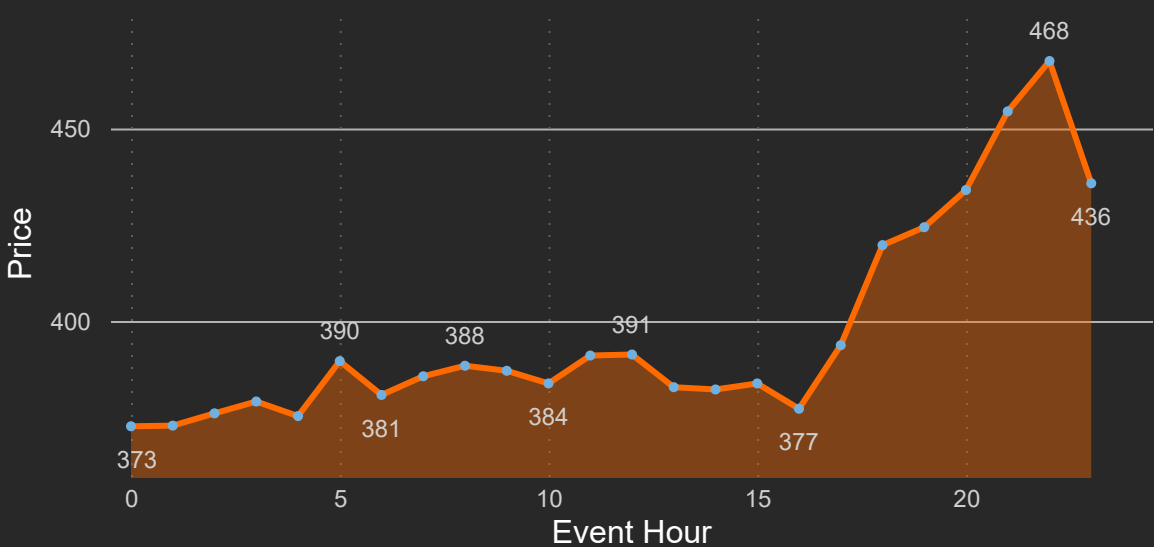
Price / Event Hour

Effect of Price Fluctuations on Event Type

Cart
- 1, 128, 75, 81, 1
- Count / price

Purchase
- 1, 40, 73, 68, 1
- price
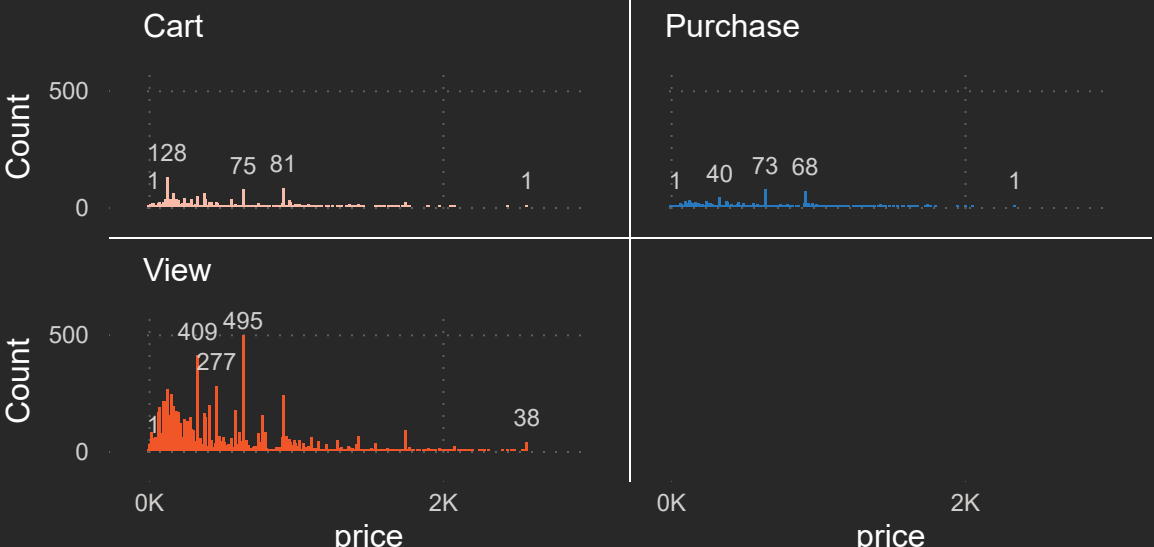
View
- 1, 409, 495, 277, 38
- Count / price

E-Commerce Sales Analysis

Effect of Promotions on Traffic and Revenue

● Revenue ● Traffic
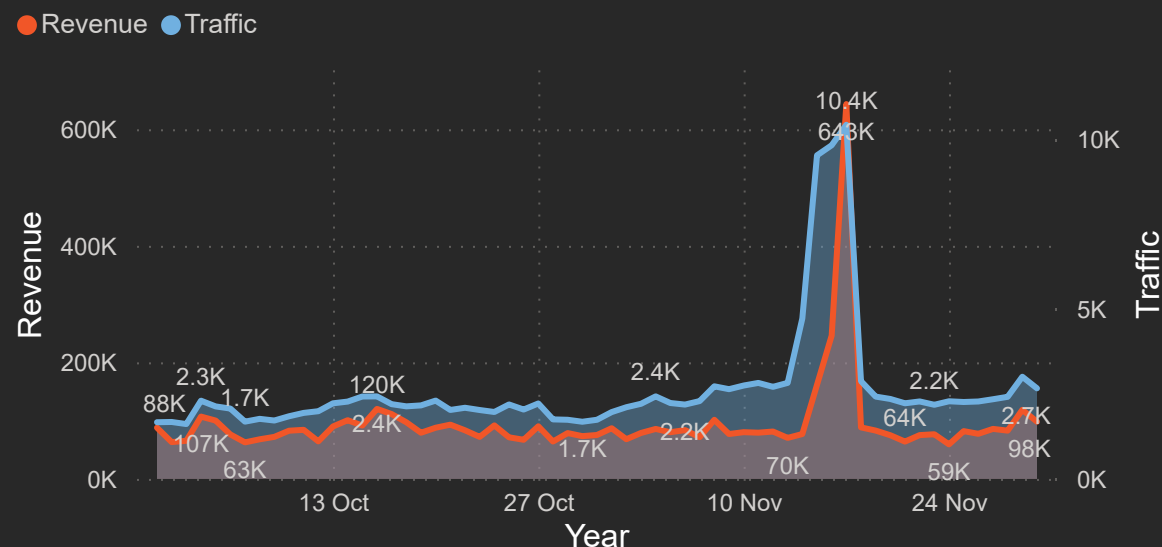
Traffic by Weekday
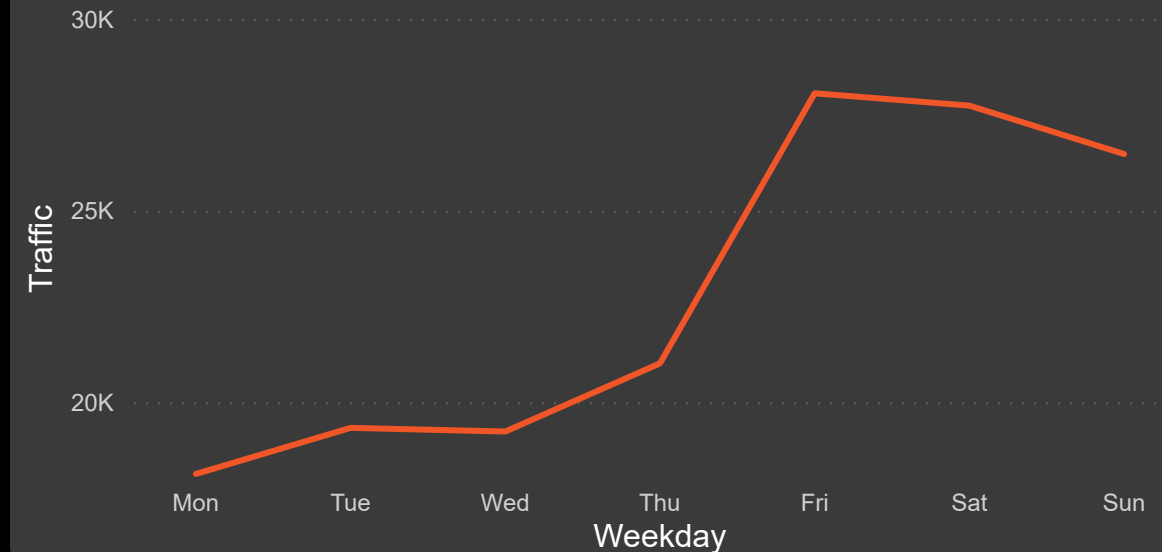
Traffic by Event Hour and Event Type

Event Type ● Cart ● Purchase ● View
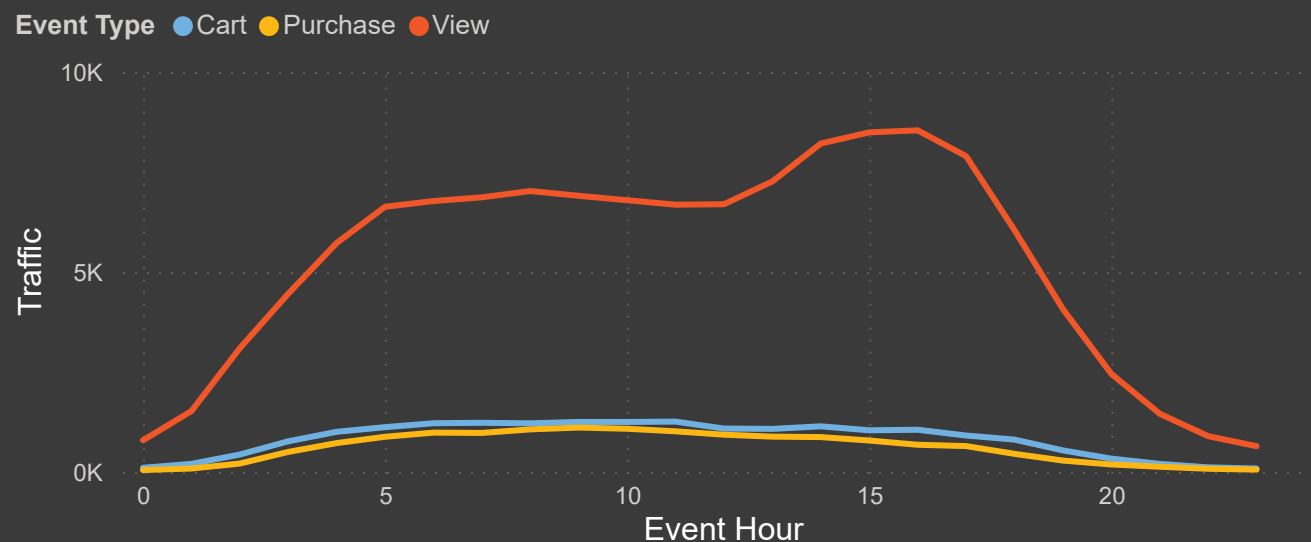
Traffic By Different Channels
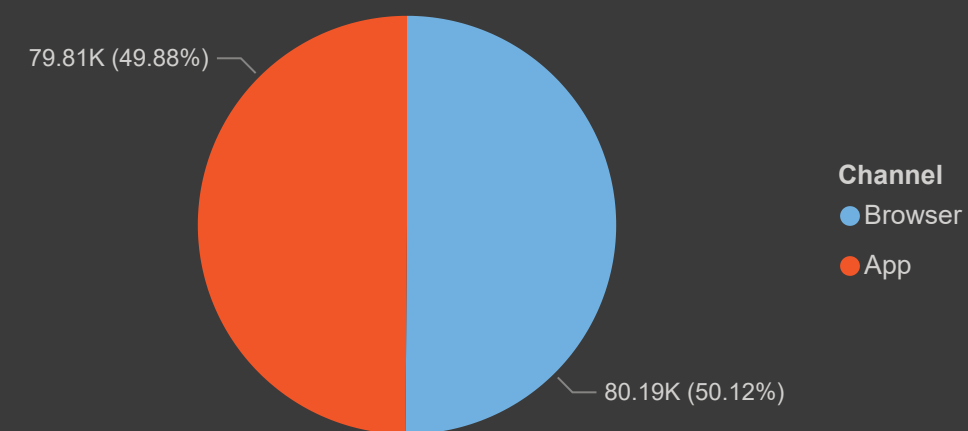
79.81K (49.88%)

80.19K (50.12%)

Channel
● Browser
● App

E-Commerce Sales Analysis

Brands Search

Views (in thousands):
- Samsung: 39K
- Apple: 31K
- Xiaomi: 21K
- Huawei: 7K
- Lg: 4K
- Bosch: 4K
- Oppo: 4K
- Sony: 3K
- Acer: 3K
- Artel: 3K
- Lenovo: 3K
- Respect: 3K
- Hp: 2K
- Philips: 2K
- Redmond: 2K

brand

Category Search

Views:
- Electronics: 109K
- Appliances: 29K
- Computers: 12K
- Furniture: 3K
- Apparel: 2K
- Construction: 2K
- Auto: 1K
- Sport: 1K
- Accessories: 0K
- Kids: 0K
- Stationery: 0K
- Country_Yard: 0K

Category

Activity by Category

Activity ● Cart ● Purchase ● View

Categories: Electronics, Appliances, Computers, Furniture, Apparel, Construction, Auto, Sport, Accessories, Kids, Stationery, Country_Yard

Category

Activity by Brands

Activity ● Cart ● Purchase ● View

Brands	Cart	Purchase	View
Samsung	16.40%	12.24%	71.36%
Apple	15.57%	13.21%	71.22%
Xiaomi	12.09%	7.45%	80.46%
Huawei	11.48%	8.19%	80.34%
Lg	10.06%		84.33%
Bosch			89.78%
Oppo	12.73%	8.95%	78.32%
Sony	9.21%		84.02%

Activity
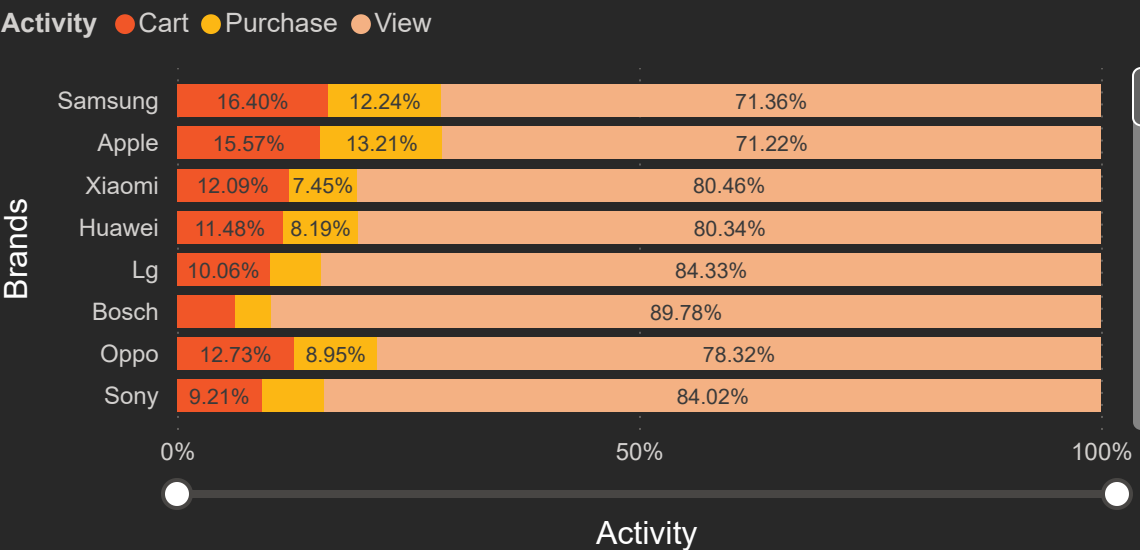
Brand Search By Category
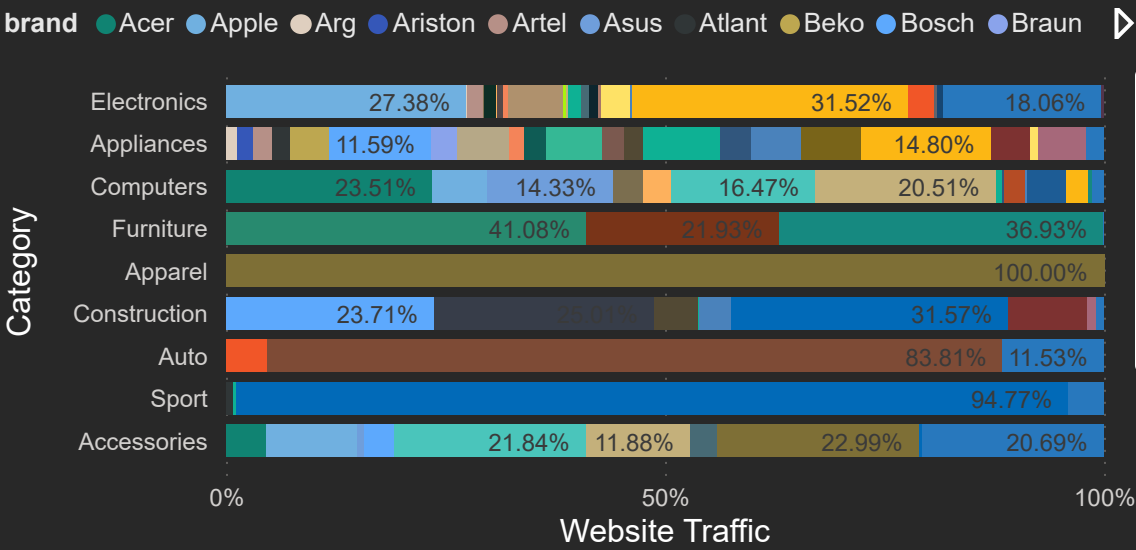
brand ● Acer ● Apple ● Arg ● Ariston ● Artel ● Asus ● Atlant ● Beko ● Bosch ● Braun

Category				
Electronics	27.38%	31.52%	18.06%	
Appliances	11.59%	14.80%		
Computers	23.51%	14.33%	16.47%	20.51%
Furniture	41.08%	21.93%	36.93%	
Apparel	100.00%			
Construction	23.71%	31.57%		
Auto	83.81%	11.53%		
Sport	94.77%			
Accessories	21.84%	11.88%	22.99%	20.69%

Website Traffic

E-Commerce Sales Analysis

Avg Rating

0.00   2.50   4.99

160K
Total Ratings

brand ✕
Lenovo

category ✕
Computers

sub_category1 ✕

Total Ratings by Rating Bucket

39.75K (24.84%)

40.3K (25.19%)

Rating Bucket
- 2 to 3
- 1 to 2
- 4 to 5
- 3 to 4

39.83K (24.89%)

40.12K (25.08%)

Avg Rating
2.50

Epson
2.54

Respect
2.53

Lenovo
2.53

Tcl
2.52

Accessories
2.55

Computers
2.54

Electronics
2.36

peripherals
3.14

desktop
2.61

notebook
2.53
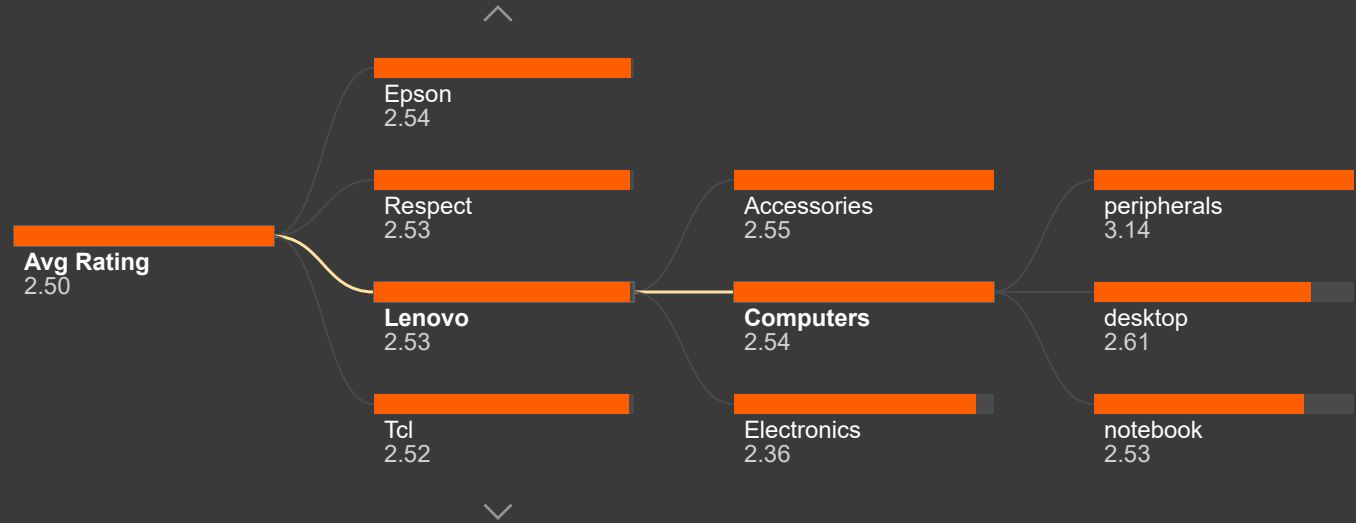
Categories - Discount Vs Rating Analysis

Ratings

4

3

2

1

0%   2%   4%   6%   8%

Discount%

Price Vs Rating Analysis

Ratings

4

3

2

1

387   388   389   390   391   392   393   394
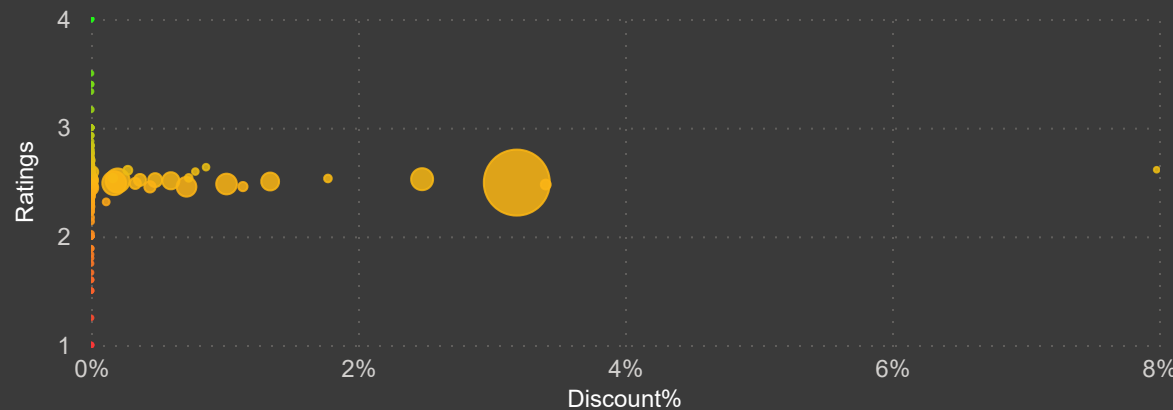
Price

Analysis Summary

1) Revenue & Potential Revenue Distribution:

Company has made a total revenue of $5.65 Million but the potential revenue is more than twice the actual revenue ($12.95 Millions) so company could have earned more. They need to work on their marketing strategy to convert those initiated sales (cart events).

a. Samsung brand is **contributing the maximum** to our revenues and the potential revenues, followed by Apple and Xiaomi.
b. Category-wise, the **Electronics section is yielding the highest revenues** and potential revenues.
c. The **top 3 states in terms of revenue generation** are **MS**, **MS**, and **IA**.
d. Channel-wise, there is **not much difference** as the ratio of revenue generation is almost equal between the "browser channel" and the "app channel".

2) Traffic Distribution:

a. Maximum traffic on the platform is generated from **2 pm to 5 pm**.
b. The **lowest traffic** on the platform is during the **late night hours**.
c. Average traffic during the remaining hours of the day.

d. Maximum user traffic observed on **Friday, Saturday and Sunday**, **least on Monday, Tuesday, and Wednesday**.

3) Activity distribution (cart, view, purchase):

a. Samsung is leading in terms of the **highest user counts in all 3 types of transactions, followed by Apple and Xiaomi**. It also means that these brands are contributing the most to our potential revenues.