

Digital Marketing Performance Analysis

Executive Summary

This project analyzes historical e-commerce transaction data to evaluate overall business performance and customer purchasing behavior over time. Using completed order and payment data, key performance indicators (KPIs) such as total revenue, number of completed orders, and Average Order Value (AOV) were examined on a monthly basis to identify high-level performance trends.

The analysis shows a clear upward trend in total revenue over time, primarily driven by a substantial increase in the number of completed orders. In contrast, the Average Order Value remains relatively stable throughout the observed period, fluctuating within a narrow range. This indicates that business growth has been largely volume-driven rather than value-driven.

Periods of rapid growth in order volume are occasionally accompanied by slight declines in AOV, which may reflect the acquisition of new or more price-sensitive customers. While this supports market expansion, it also highlights an opportunity to improve revenue efficiency.

From a managerial perspective, the findings suggest that while customer acquisition strategies have been effective, complementary initiatives such as cross-selling, bundling, or targeted promotions could help increase Average Order Value without reducing order volume. Overall, the analysis provides actionable insights for balanced and sustainable revenue growth.