



Ecommerce Business Sales Report (2015)

(IEEE Hackathon)

Prepared by

Ramu Battu

Exploratory Data Analysis

1. Data cleaning

The given Dataset is Clean and with no Duplicate values. Hence no cleaning is required

2. Data Structuring

In this step, I created a new column named **Ordered Month**, So that we can draw the reports monthly wise.

3. Data Joining

The data provided here has 2 Tables. so we need to join the two tables. Here I used "**VLOOKUP**" to join the tables.

4. Data Validating

In this step I began validating the data, what to represent in charts and what type of chart is valid.

5. Data Visualization

Used some Bar graphs, Column charts, Pie charts for visualization. I used **Pivot tables** and some **SLICERS** to make the **Dashboard** Interactive.



Insights

- Most of the sales are generated in the month of **December**. The reason may be due to **New Year**. Most people prefer to buy new things during the festival season.
- In 2015 most of the sales were from the United States-nearly **Half of the sales** were from the United States itself.
- **Newyork, Los Angeles, Philadelphia, and San Francisco**, are the top 5 cities contributing to sales.
- The mentioned most sales are from the United States and the profits are also from them, Nearly **3x times more** than those from Australia, France, and Mexico.
- If we look closely there is a decrease in sales in the month of **February**. that may be due to two reasons:
 - i) No Festival season
 - ii) Poor marketing strategies.but then after it saw good profits.
- The total Revenue Generated is \$8,023,381.0 which is phenomenal.
- The total profits are \$3,729,903.0

Recommendations

Here are the Few recommendations for the next year sales to Increase.

➤ Recommendations for Addressing Lower Sales in February:

- **Seasonal Analysis:** Conduct a thorough time-series analysis to identify the consistent seasonal trend causing lower sales in February.
- **External Factors:** Investigate external influences, such as holidays or competitor promotions, that might impact sales during February.
- **Customer Behavior Study:** Analyze customer behavior during February to understand potential reasons behind reduced purchases.
- **Marketing Assessment:** Review marketing strategies for February and consider adjustments to attract more customers during this period.
- **Collaboration with Teams:** Collaborate with sales and marketing teams to gather insights and develop targeted solutions to address the February sales decline.

- _____
- _____
- _____

- _____
- _____
- _____

➤ Try to Focus more on the cities which have fewer sales, run Facebook Ads, and Google ads, and retarget them through the social media platforms.

➤ Try to increase the Delivery time and safe delivery.

➤ Customer Feedback is very Important try to ask the customers to leave a feedback on the product page.

➤ Use User Referral strategies to increase the customers to come on the website only then we can able to Retarget them through Ads.

THANK YOU

-Ramu Battu