



Ecommerce Business Sales Report (2015)

(IEEE Hackathon)

Prepared by

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Exploratory Data Analysis

1. Data cleaning

The given Data set 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 happened in the month of **December**. The reason may be **Christmas and NEW YEAR**. Most people prefer to buy new clothes or items during the festival season.
- In 2015 most of the sales are from the United States—nearly **Half of the sales** in that year alone were from the United States itself.
- **Newyork, Los Angels, Philadelphia, and San Francisco**, are the top 5 cities contributing to sales.
- As mentioned most sales are from the United States and profits are also from them, Nearly **3x times more** than those from Australia, France, and Mexico.
- When you look closely there is a decrease in sales in the month of **February**. that may be due to two reasons
 - i) No Festival seasons
 - 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

-Rathan Guntuka