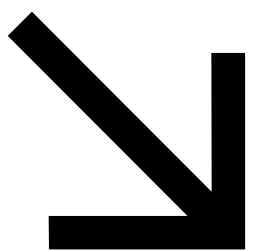
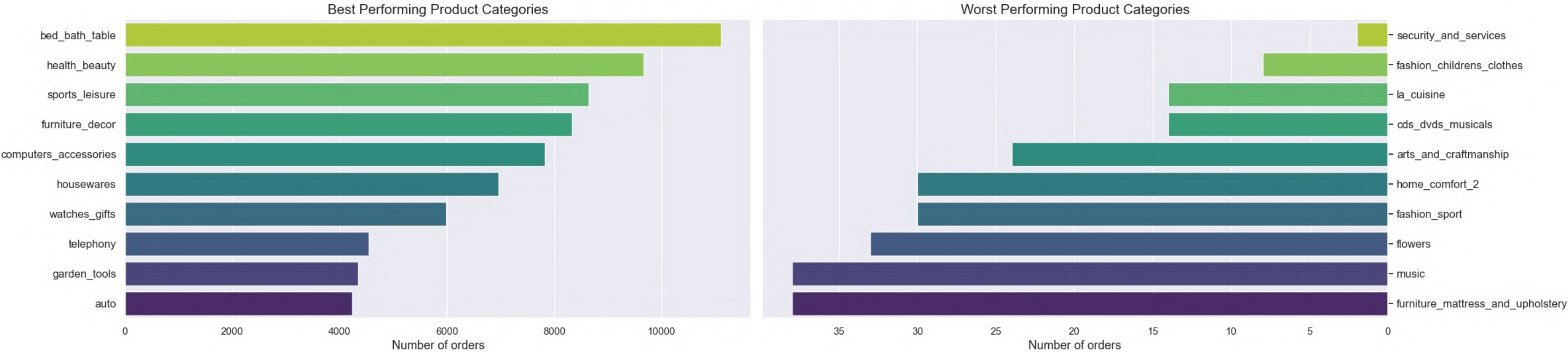


# E-Commerce Data Analysis

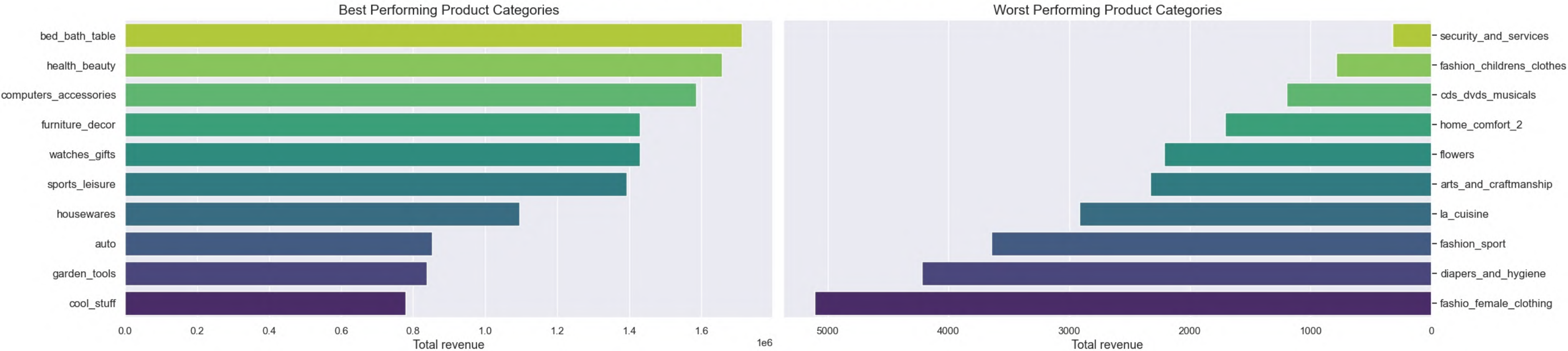


# Product Performance

Best and Worst Performing Product Categories by Number of Orders

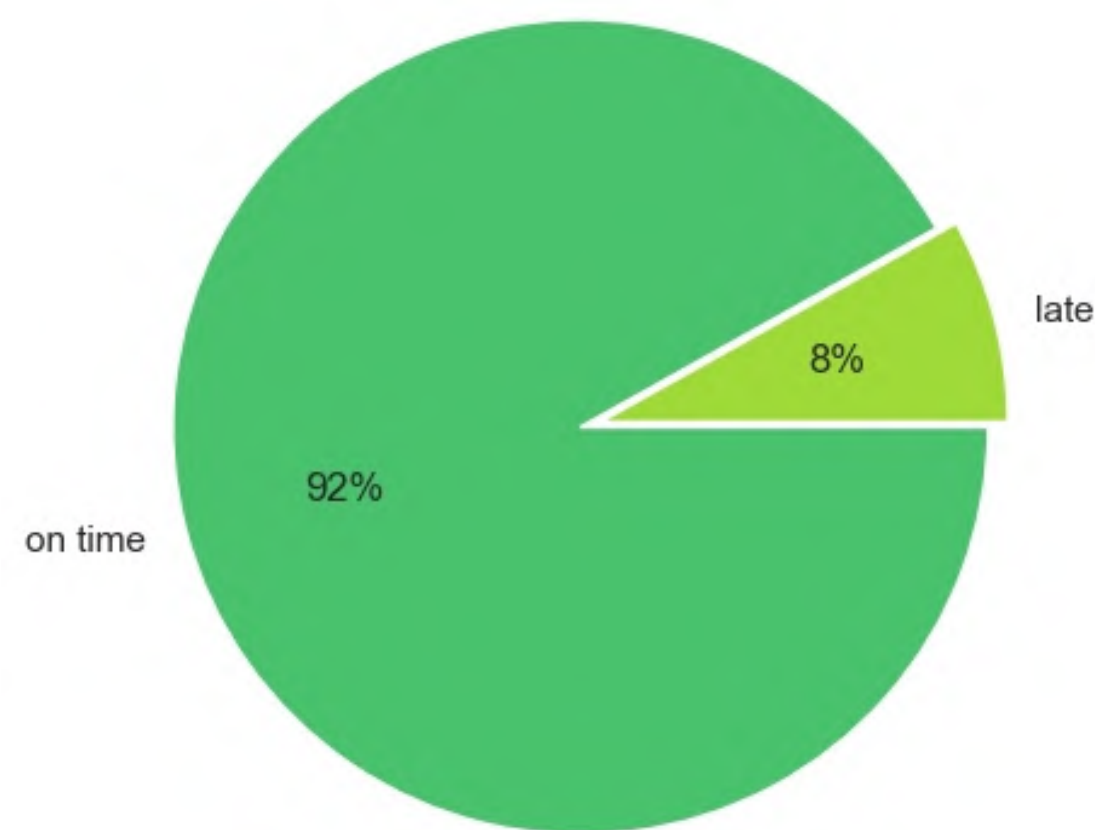


Best and Worst Performing Product Categories by Revenue Generated

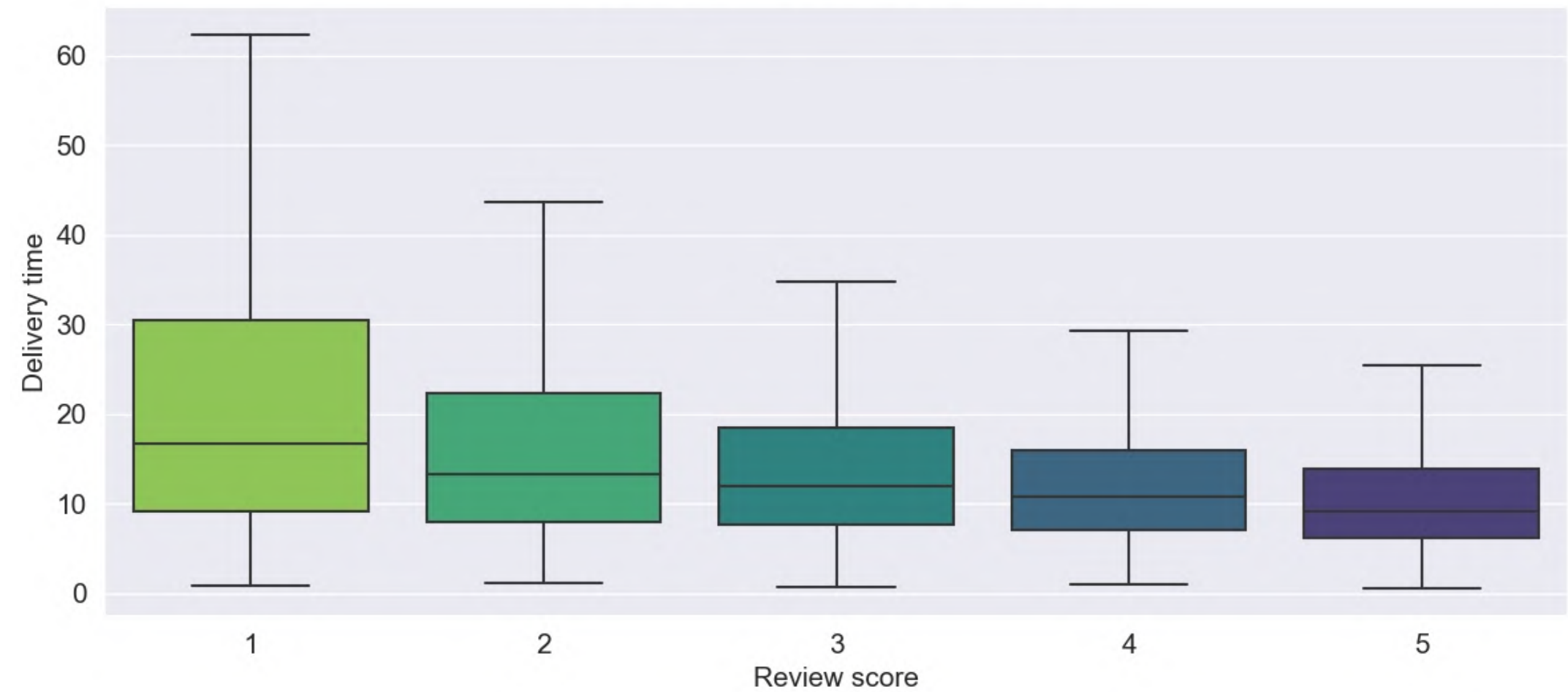


# Delivery Performance

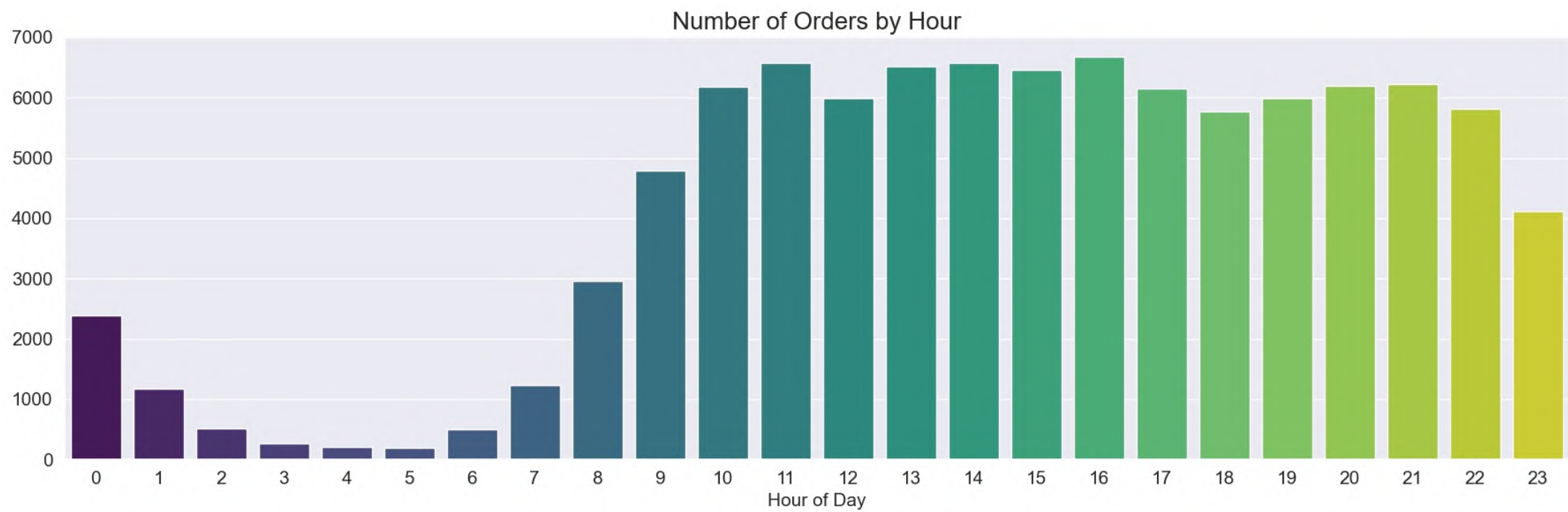
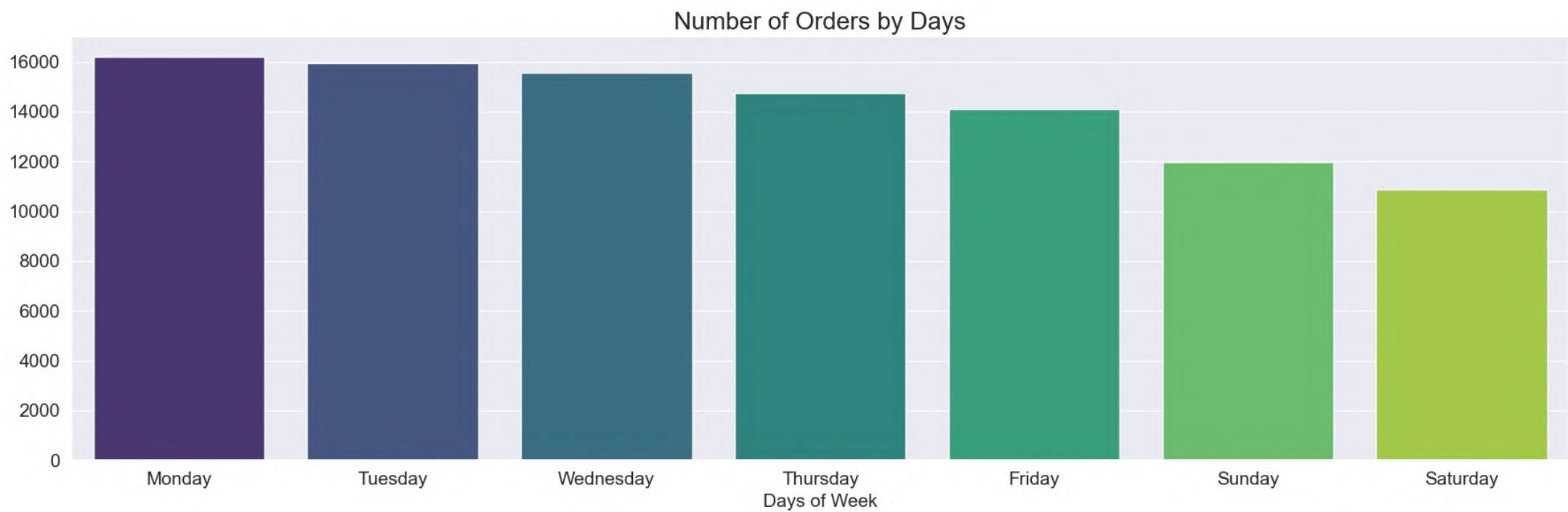
The Percentage On time vs Late Delivery



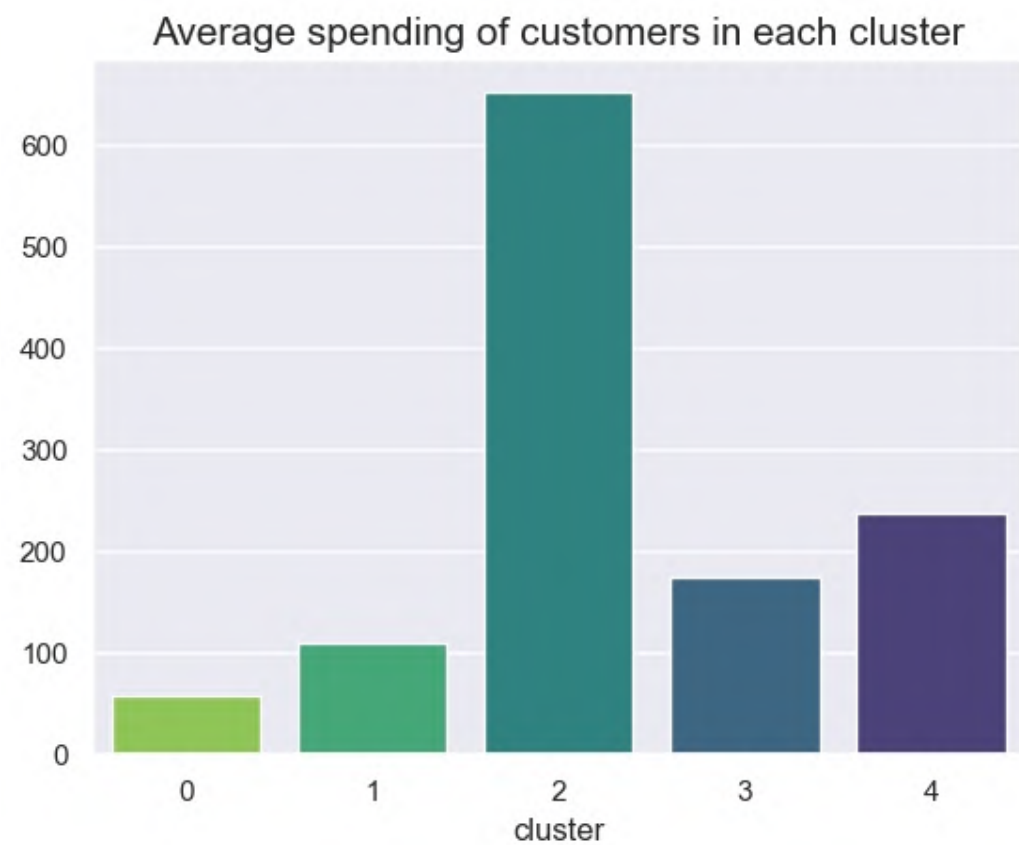
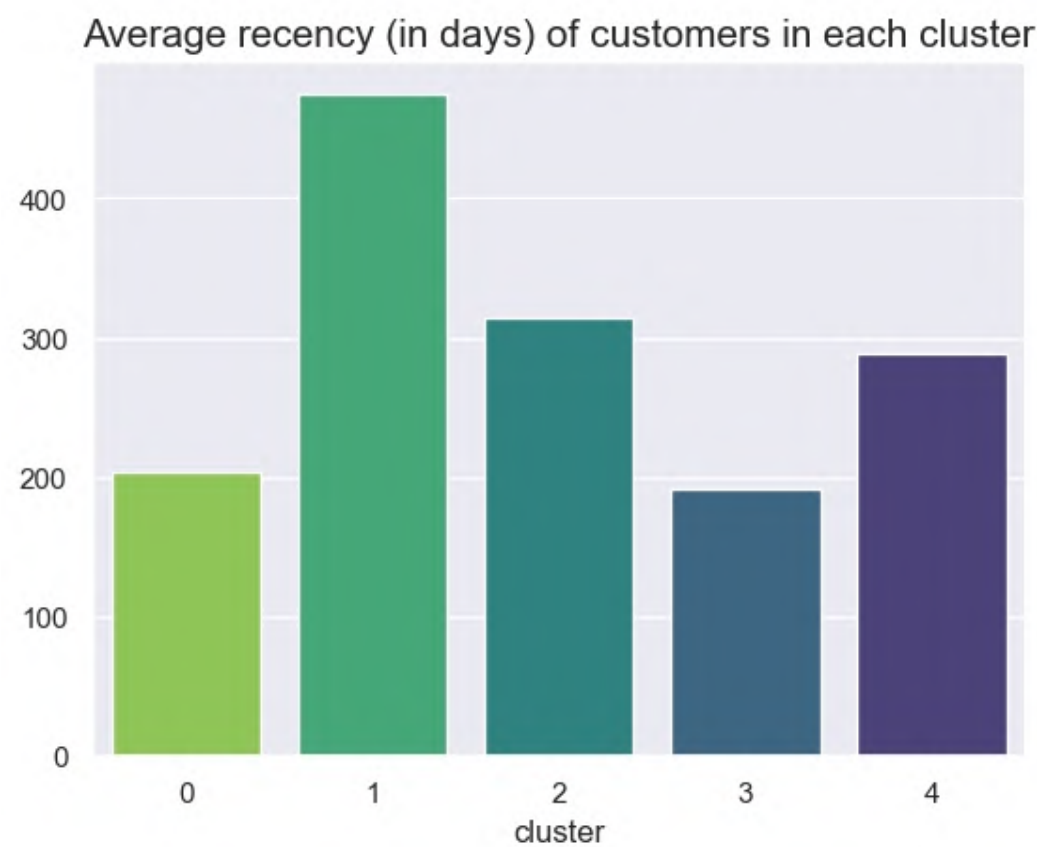
Delivery Time vs Review Score



# Peak order timings



# Customers Segmentation Based on RFM Analysis



## Cluster 0

New Customers and low spenders

## Cluster 1

The churn customers (it's been more than a year (on avg) since the previous purchase)

## Cluster 2

The Big Spender

## Cluster 3

The Loyal Customers

## Cluster 4

The Loyal Customers & Slightly Higher Spenders

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# Thank You

