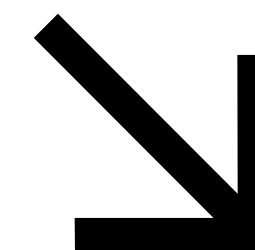


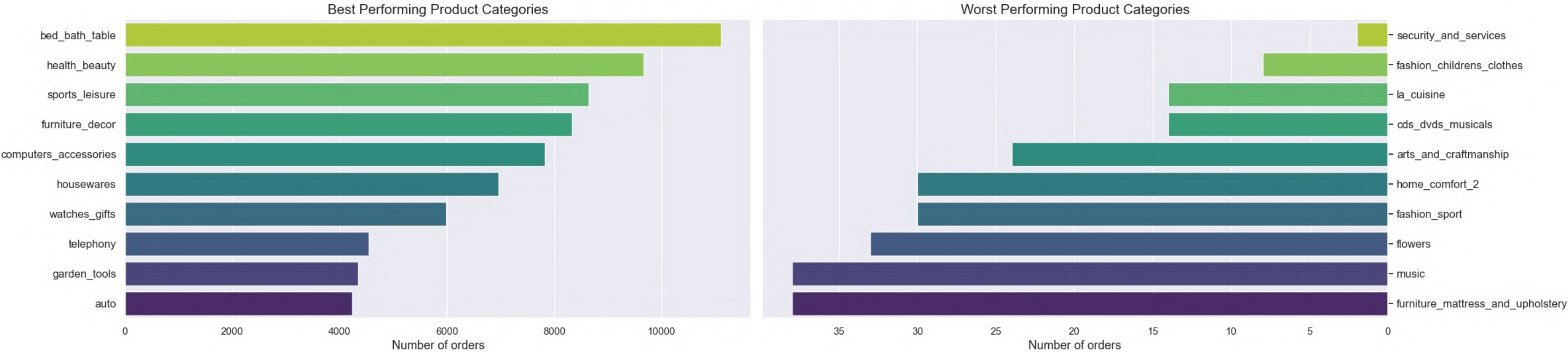
Analyze

E-Commerce Data

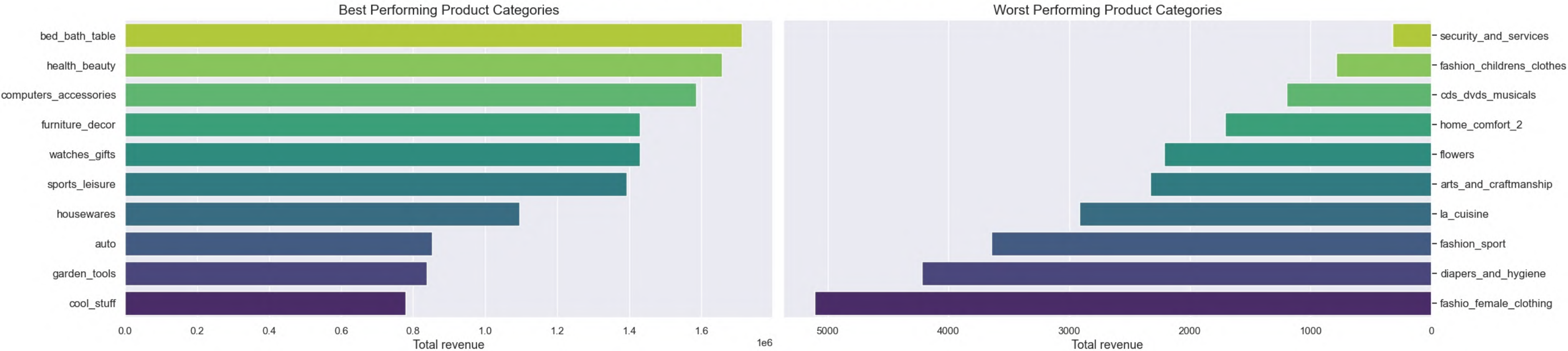


Product Performance

Best and Worst Performing Product Categories by Number of Orders

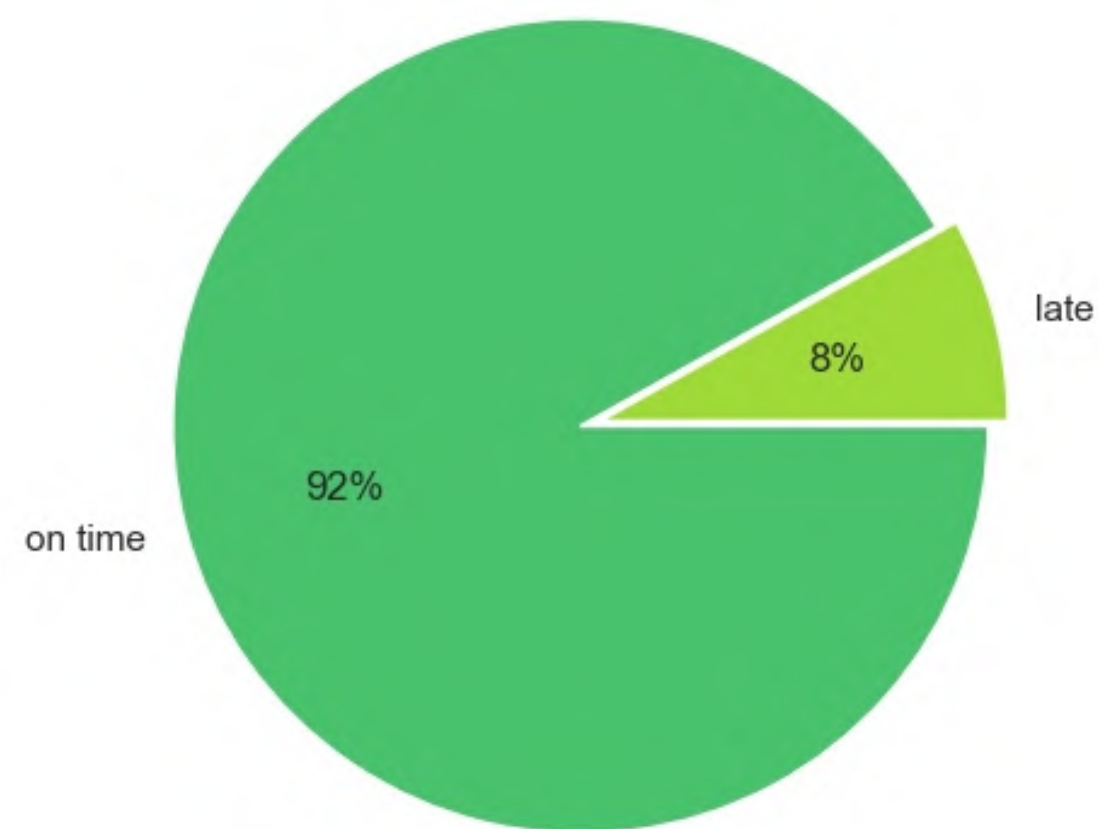


Best and Worst Performing Product Categories by Revenue Generated

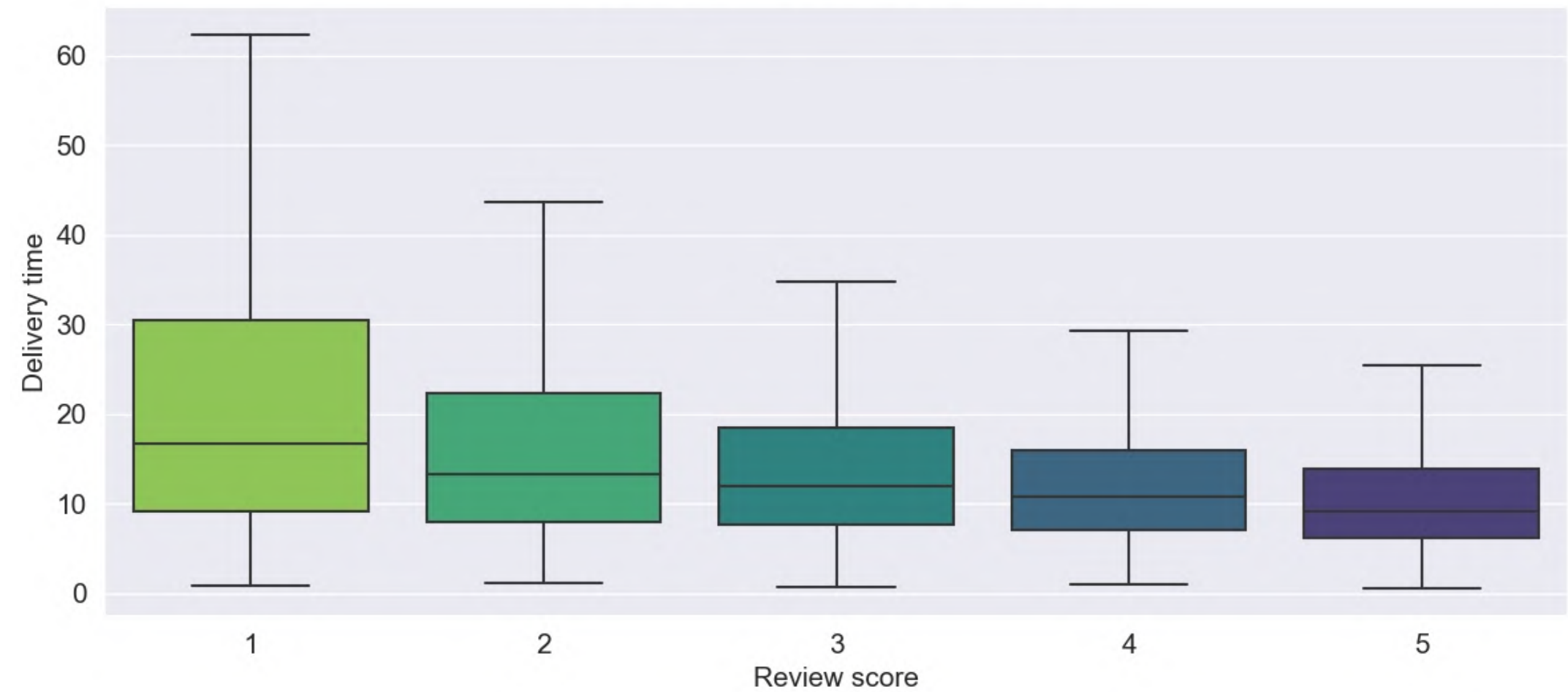


Delivery Performance

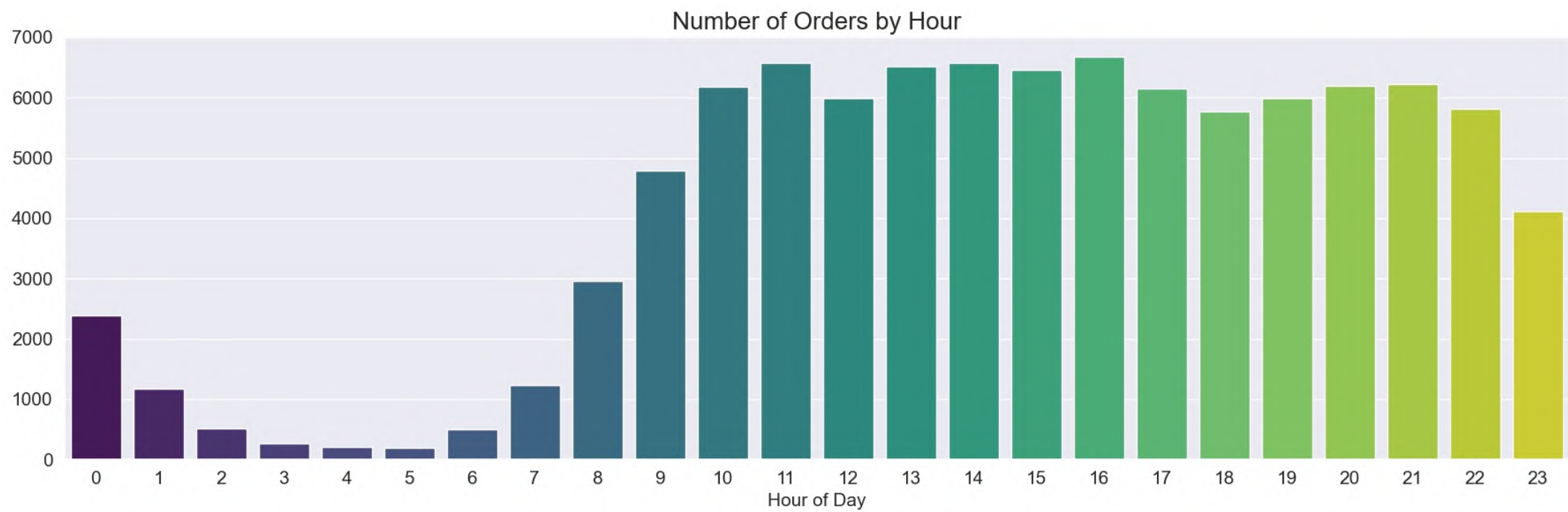
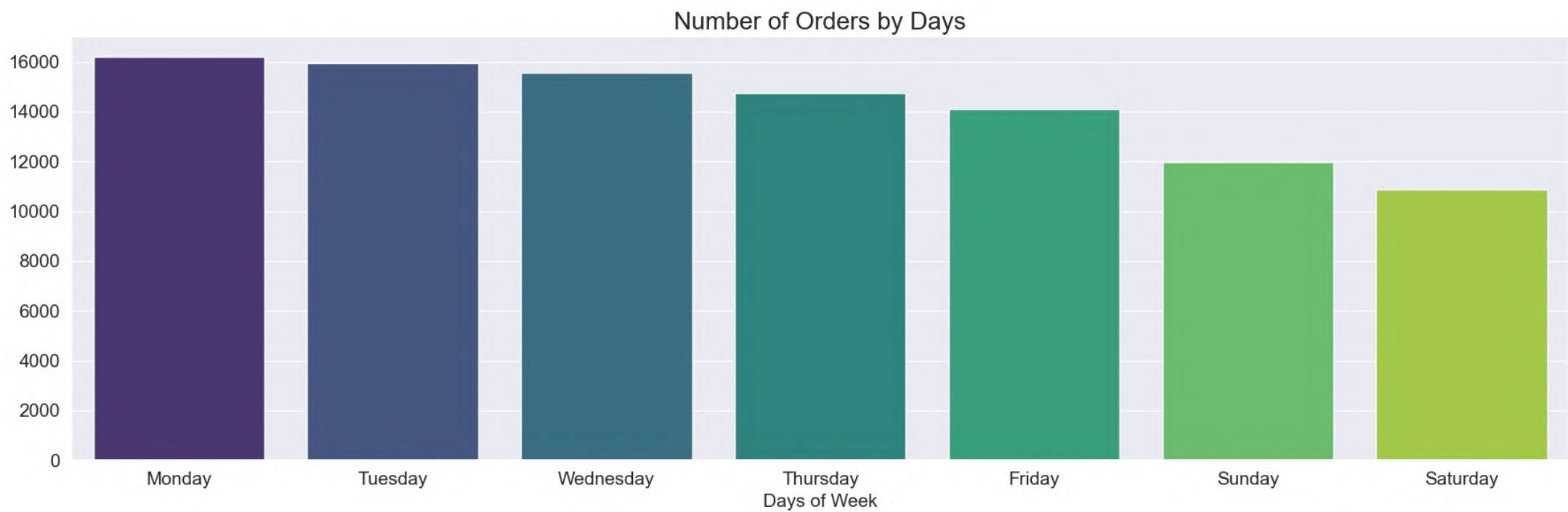
The Percentage On time vs Late Delivery



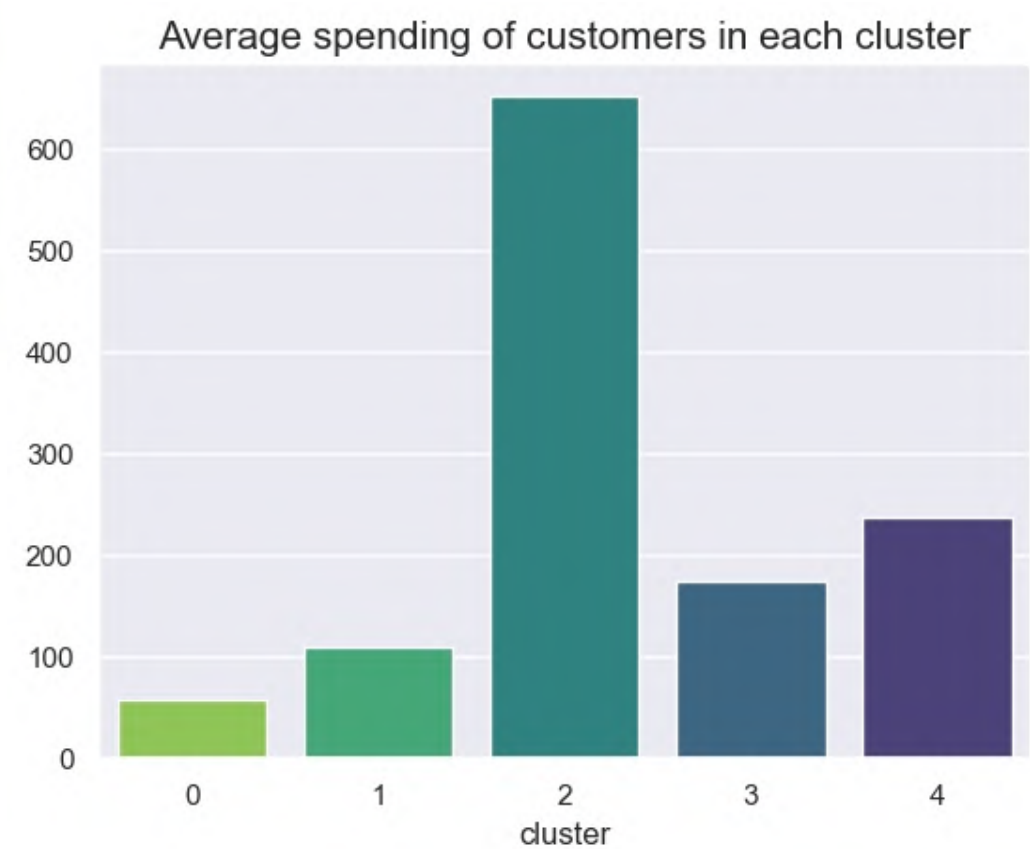
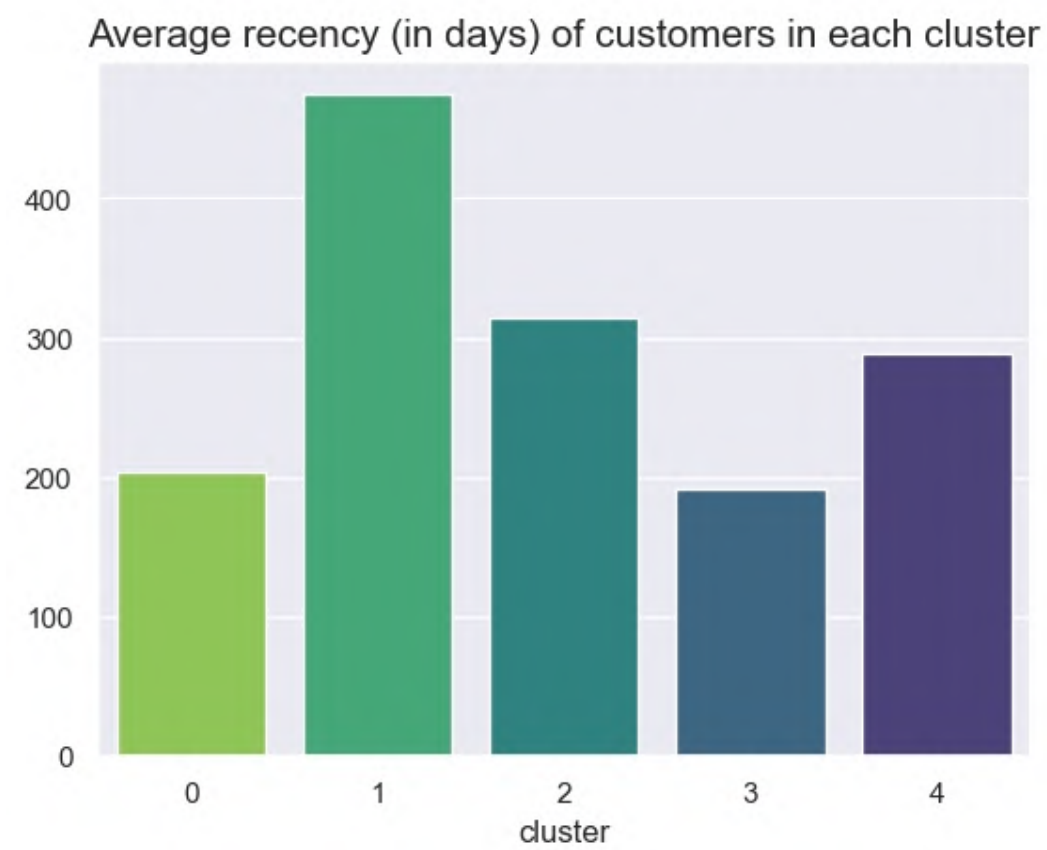
Delivery Time vs Review Score



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

