

ECOMMERCE SALES DATA ANALYSIS

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INTRODUCTION

The provided dataset encapsulates detailed eCommerce sales information, including order specifics such as product types, customer demographics, regions, payment methods, and sales revenue. This analysis aims to extract key business insights to support strategic decision-making in areas like **product management, marketing, and customer segmentation.**

KEY INSIGHTS

Revenue Overview

- **Total Sales Revenue:** \$5,844,970
- **Total Orders:** 10,000
- **Average Order Value (AOV):** \$584.50

Product Performance

- **Top-Selling Product: Laptop**
- This product alone contributed the most to overall revenue, suggesting high unit price or volume, or both.
- **Sales by Category:**
- **Electronics** dominate sales with \$5,197,380.
- **Clothing** generated \$647,590, indicating a significant gap in category performance.

KEY INSIGHTS

Customer Demographics

- **Average Customer Age:** Approximately **39 years**
- Target marketing strategies may be tailored for this age group.

Geographical Insights

- **Top Region by Sales:** **South**
- This suggests stronger demand or better market penetration in the Southern region.

KEY INSIGHTS

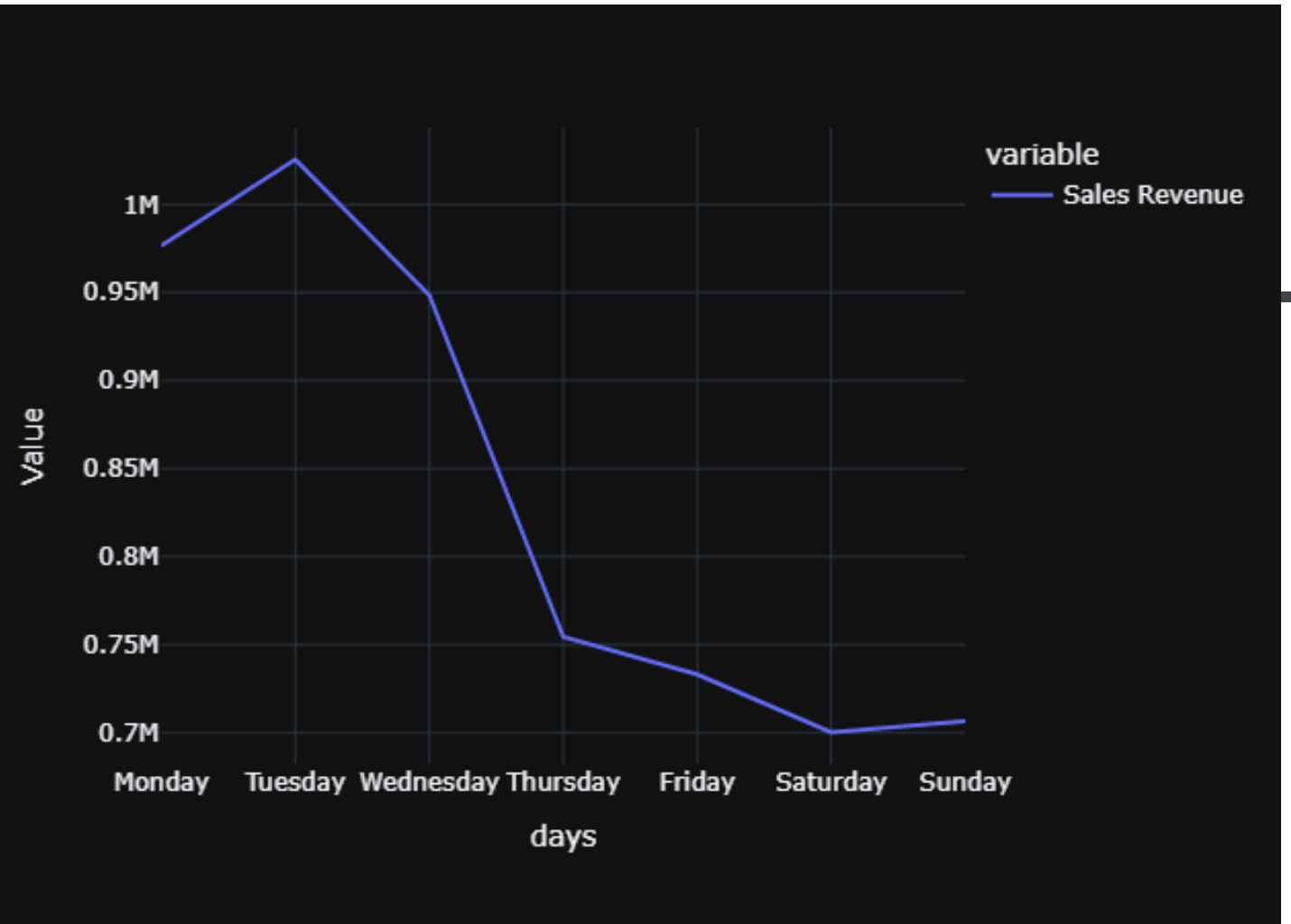
Payment Preferences

- **Most Used Payment Method: PayPal**
- Highlights customer trust in digital wallets and may guide checkout experience optimization.

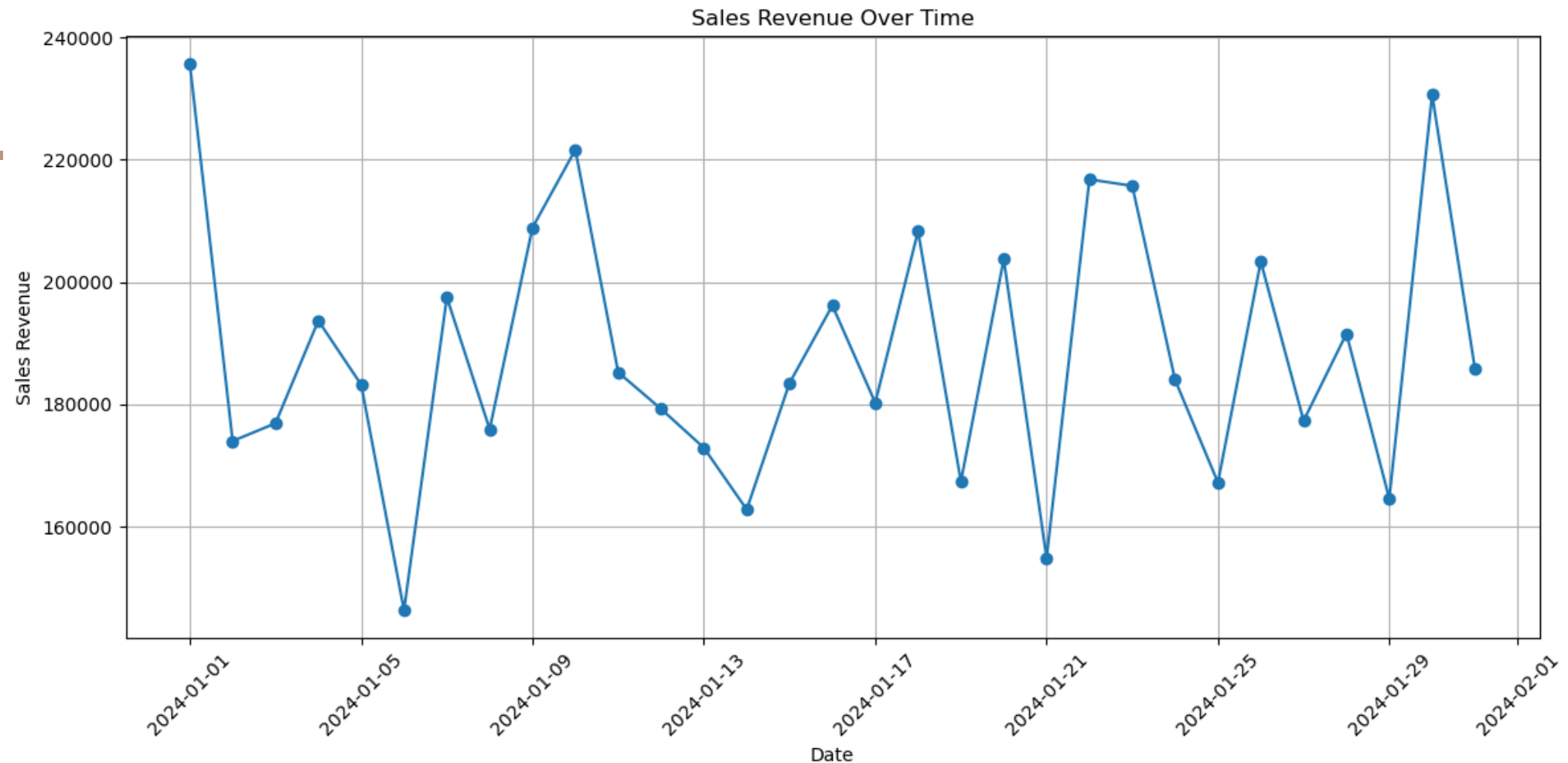
Sales Trend

- All sales were recorded in **January 2024**, with total revenue peaking during this month.
 - Suggests this might be a dataset limited to a monthly snapshot, possibly tied to a seasonal or promotional campaign.

SUM OF TOTAL SALES REVENUE IN A WEEK

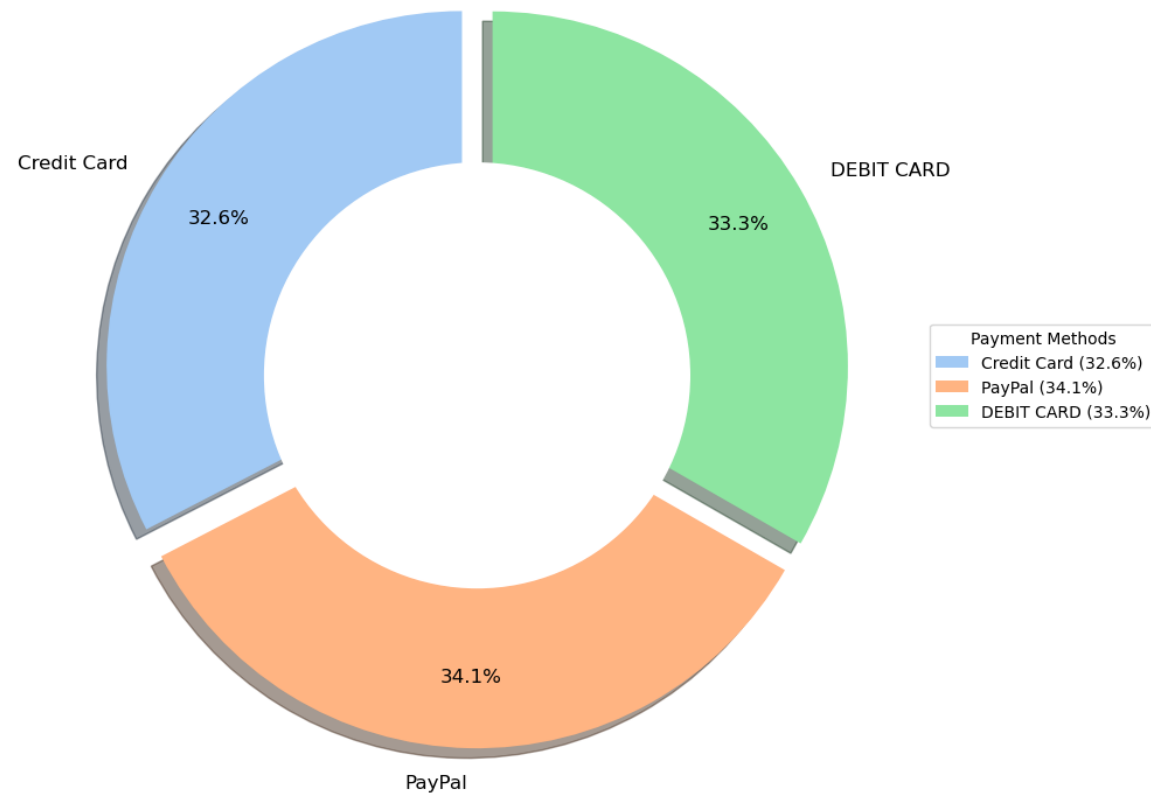


TOTAL SPIKE WITHIN A MONTH

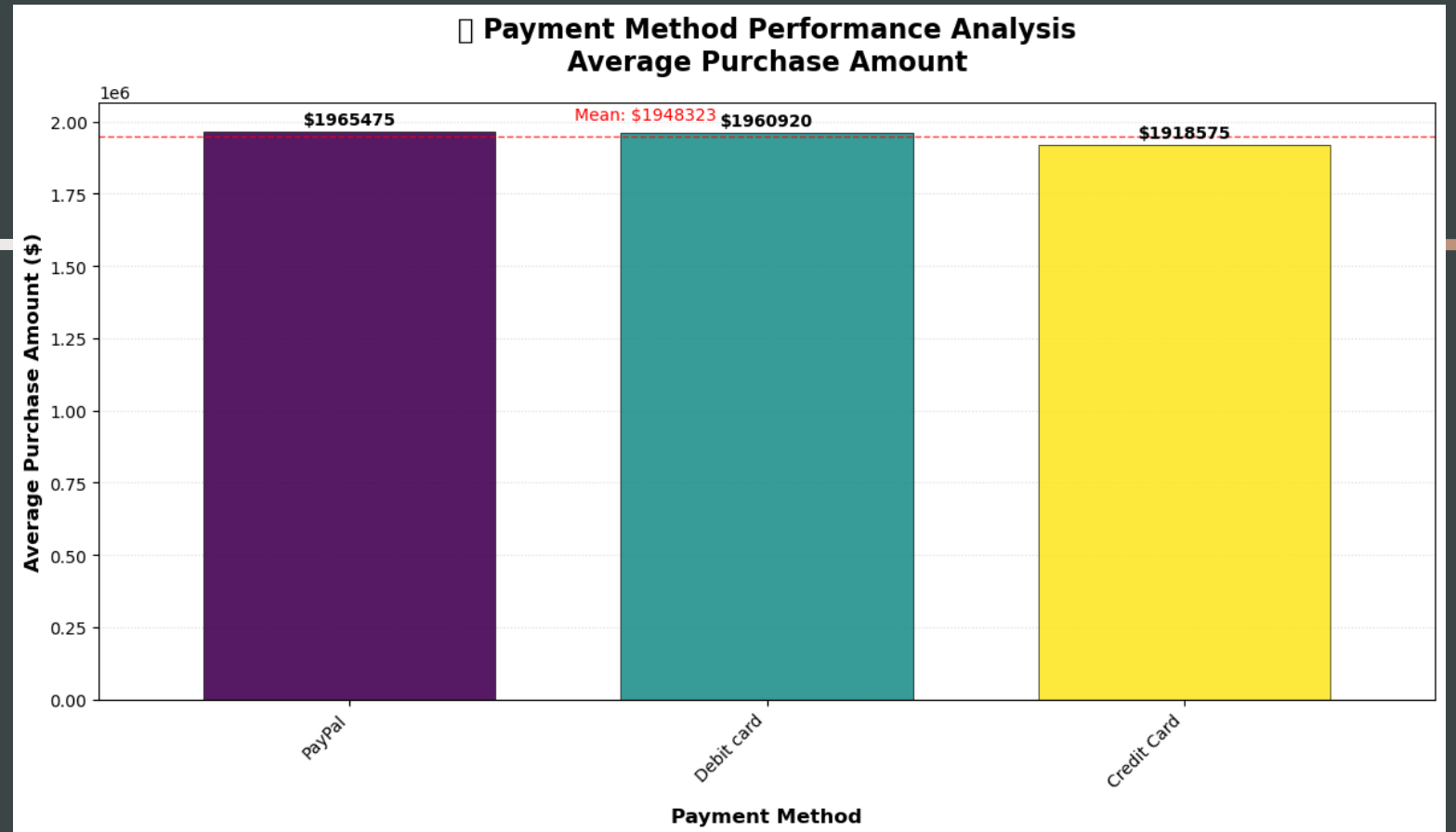


PAYMENT METHOD DISTRIBUTION

Payment Method Distribution



AVERAGE PURCHASE AMOUNT BY PAYMENT METHOD



RECOMMENDATIONS

- Run clearance sales for winter Clothing in late January to free up inventory for spring collections.
- Launch pre-order campaigns for new Electronics models in Q1 to capitalize on demand.
- Inventory Management: Stock high-demand Electronics in the West and Clothing in the South.
- Marketing: Bundle products and target age-specific payment preferences.
- Sales Optimization: Use regional and seasonal data to time promotions.
- Customer Engagement: Leverage PayPal for younger buyers and installment plans for older demographics.
- By focusing on these areas, the business can maximize revenue, improve customer satisfaction, and streamline operations.

CONCLUSION

- The data analysis reveals that the eCommerce business is heavily driven by electronics sales, with laptops being the most lucrative product. The southern region is the top-performing market, and PayPal stands out as the most preferred payment method. Customer demographics point toward a middle-aged customer base. While this is a single-month dataset, it offers useful insights into product and customer dynamics that could inform broader quarterly or annual strategies.
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THANK YOU

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