

Aparilo

Fashion

Ecommerce

mock-up analytics presentation
for portfolio purpose

a data analytics
presentation

by Ryandi Putra



Aparilo



HELLO & WELCOME TO MY BUSINESS INSIGHT PRESENTATION

In this presentation, author plans to show sales & users cohort analytics result for current pressing business objectives.

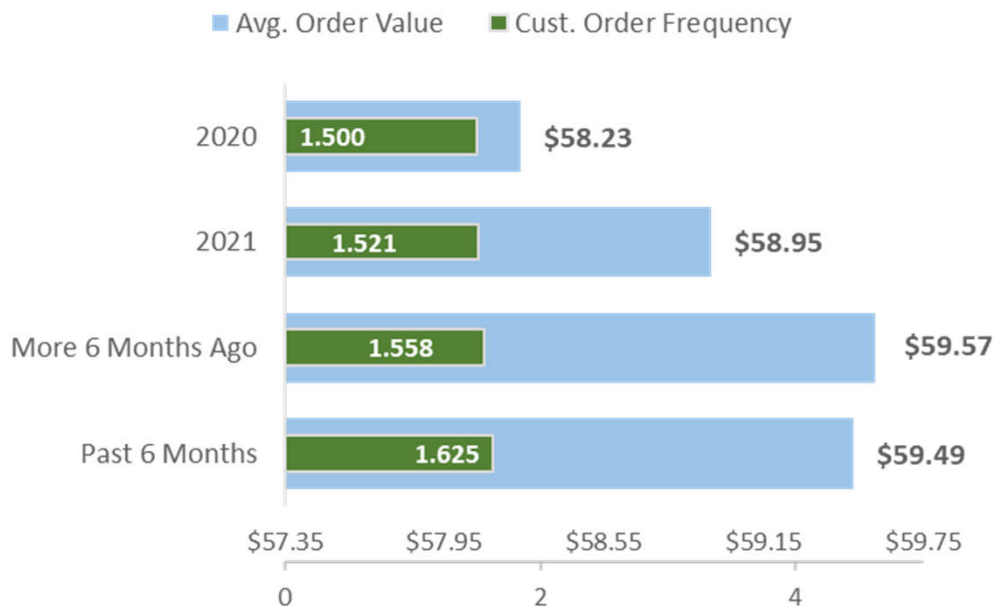
Aparilo Ecommerce, a personal-made up ecommerce firm.

Analytics were conducted using data from 2019 until now, completed mainly using SQL scripting that is stored in author's public repository on [GitHub](#).

The main topics in this presentation are infographics that can be use to answer major business problem identifications and objectives and able to assist stakeholders to make precise business decisions.

LETS GET STARTED

2 main customer retention metrics of 2 periods



*Higher average order value but lower order frequency

This information can help us and stakeholders gain insights into the behavior of customers for the past 6 month and before time beyond.

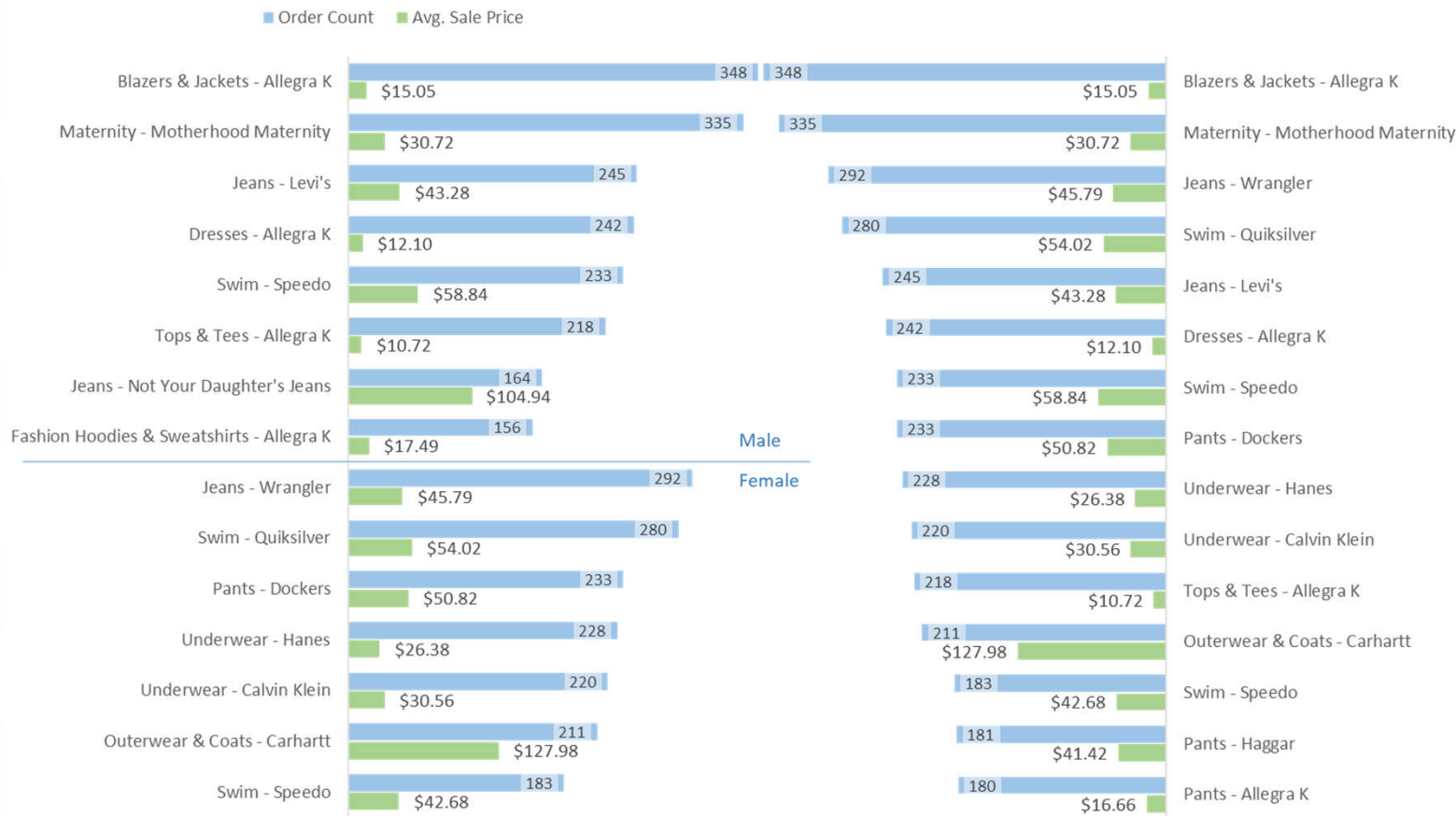
Can be utilized to design firm's next marketing campaign & strategies

6 months which is the time required for any marketing campaign & strategy takes full effect.

2022

15 top selling by category-brand

order count – sale price for each gender



*Order by gender

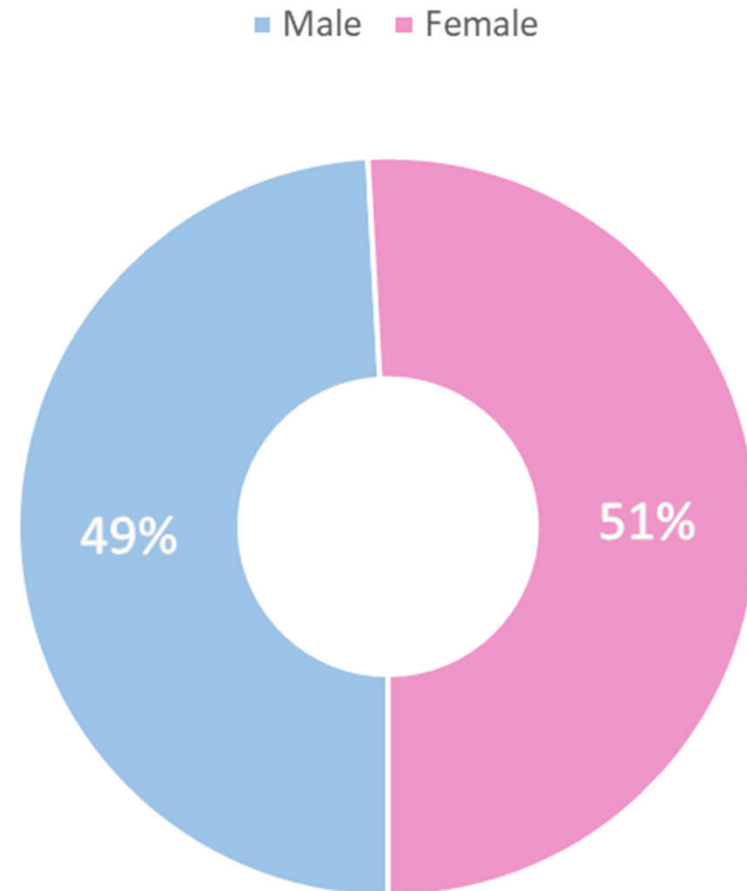
*Order by purchase count

This information can help us and stakeholders to make informed decisions on:

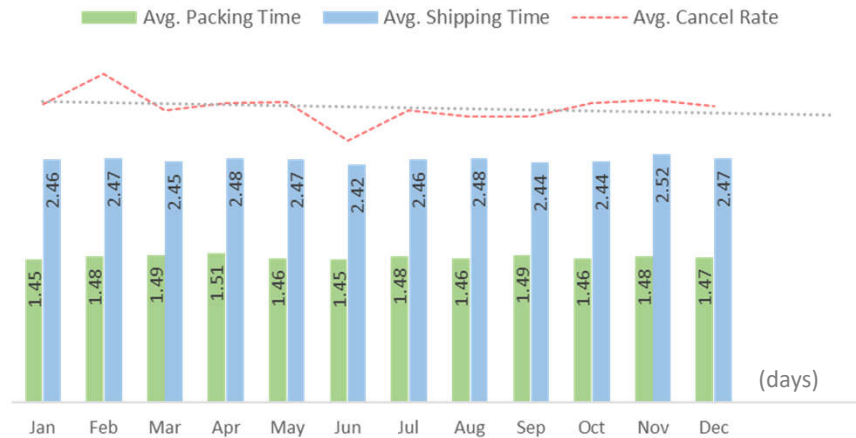
1. Resource allocation for sales increasing.
2. Stock & inventory planning, marketing strategy that differentiate from competitors.
3. Pricing strategy to generate more revenue.

top selling categories & gender spending distribution

of year 2022



2022



purchase processing time & cancellation drill-down

This graphic shows that Aparilo distribution center still holds to firm's packing best practice standard which indicated by always in steady velocity trend (in days).

Based on metrics' value, there is still room for firm's processing time improvement.

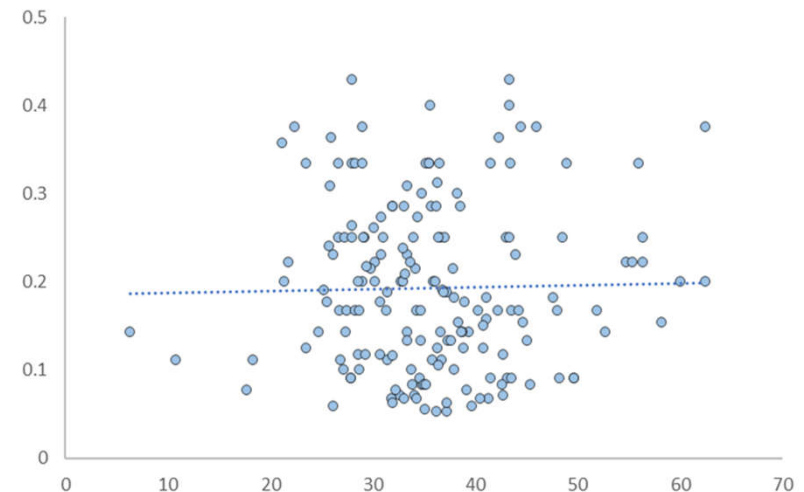
Cancellation rate also shows a declining trend in 2022 period which is good.

But firm must know for exact what cause purchase cancellation.

Simple linear regression analysis between 2 values: all-time-daily avg cancellation rate and all-time-daily avg packing time (order_shipped_at - order_created_at), reveals that there's minor to no correlation ($r < 0.3$).

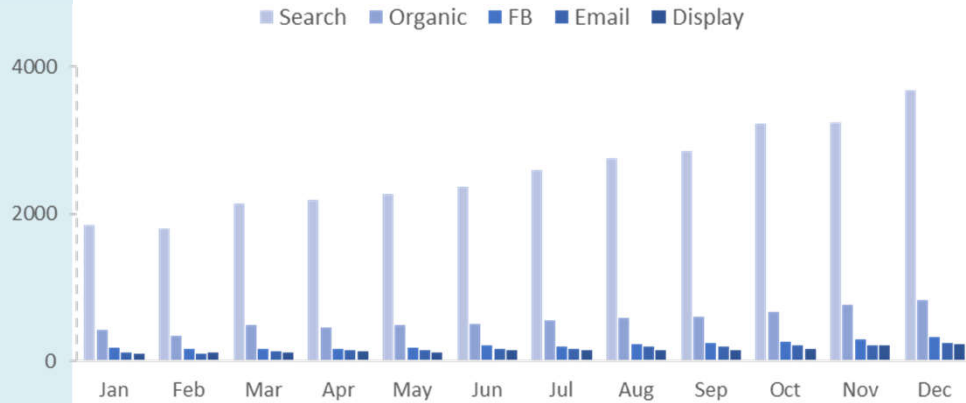
So, firm must conduct more in depth analysis on order cancellation. Or, on real world cases, order cancellation can be caused by completely random causes out of firm's domain, such as: order quantity mistyping, product mis-select, out of dated stocks, etc.

Avg. (Cancel Rate - Order Process Time) Correlation

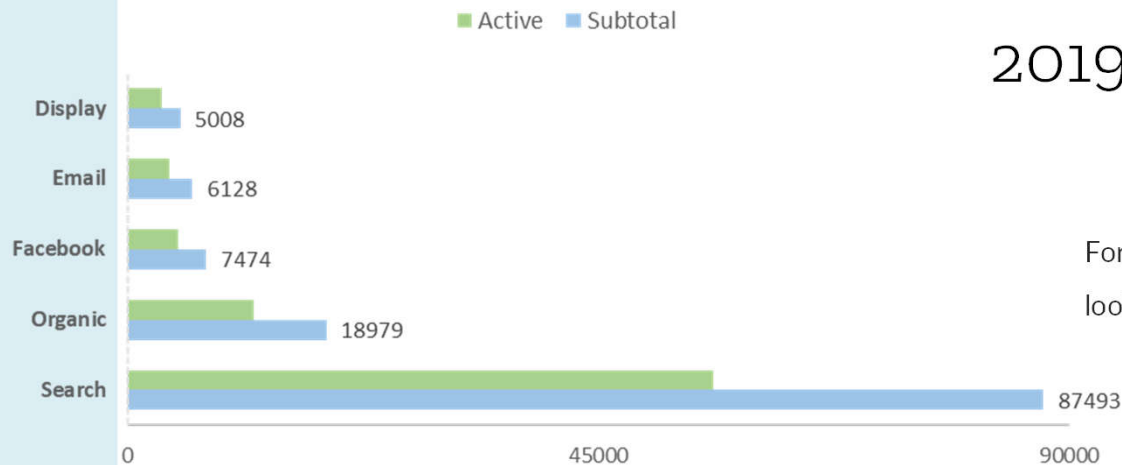


2022

active users from each funnel / traffic source



In a way, this monthly active users bar chart can also be use as representation of firm's sales performance of the year. The breakdown of users funnel can be utilized for firm's marketing strategy & resource planning on each platform.



2019 – Q1 2023 active users from each funnel / traffic source

For all-time, compared to total each funnel registered user, the active ratio still looking promising with room of improvement. That's why...

list of bystander users until Q1 2023
count: 19,989 out of 100,000

Num	User ID	Registered Email	Age	Traffic Source
1	2	patricknelson@gmail.com	29	Organic
2	3	phillipparker@gmail.com	27	Facebook
3	29	ronaldwiley@gmail.com	30	Organic
4	34	erikholmes@gmail.com	68	Facebook
5	62	dawnreynolds@gmail.com	14	Search
6	64	kylehernandez@gmail.com	57	Search
7	65	cassandramurray@gmail.com	66	Email
8	67	jasonhanson@gmail.com	23	Search
9	73	edwardclark@gmail.com	45	Search
10	75	bobbywhite@gmail.com	43	Email
...				
19989	99997	angelamccall@gmail.com	38	Search

Marketing department can use
this list to make targeted ads /
call-to-action

conclusion

In 2022, Aparilo had increasing average order value & average order frequency compared to previous years. However, in 2022 in spite of increasing average order frequency which is good, average order value suffered a minor decline. Aparilo distribution center showcased a steady and good performance in order processing time with a declining cancellation rate.

recommendations:

1. Make a follow up pricing strategy on certain product categories & brands based on their sales count performance.
2. Make improvement on distribution center processing tim
3. Targeted ads / call-to-action based on users cohort analysis



Thank you for
being a part of
this presentation