



Project title:

Ecommerce Data Analysis for Sales Strategy

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What is Ecommerce?:

- Ecommerce, also known as electronic commerce or internet commerce, refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions. Ecommerce is often used to refer to the sale of physical products online, but it can also describe any kind of commercial transaction that is facilitated through the internet.



What is Ecommerce Analytics?

Why is Ecommerce analytics important?

Ecommerce analytics is a key component of the digital transformation of businesses. It makes it possible to track the customer journey across omni-channel touch points and build a comprehensive view of what drives revenue. This insight informs better business decision-making.

To stay ahead of the curve and be successful, businesses need deep insight into inventory, markets, user preferences, and buyer behavior. An eCommerce site produces data, but that data must be analyzed to gain the insight necessary to make fast business decisions that effectively move business forward.

Benefits of Big Data analytics

1. Track Customer's buying journey
2. Personalized experience
3. Improved Sentiment Analysis
4. Better Customer service
5. Optimized pricing
6. Demand forecasting

About Data Analysis Project:

- **Description:**

- In this project, the used Data is related to sales for each month of 2019 and the task is to generate key insights which will help the sales team of Ecommerce company to take some key business decisions towards Fine-tuning their sales strategy.
- Firstly, we collect the data & clean all the dataset containing null values. The next step is to broad analysis of the cleansed data; for this purpose we have used "Python programming language" & the tool called "Jupyter Notebook". Also, we try to give all the answers of Business Problem Statements given below

Data Understanding

Data Belongs to Ecommerce company

Time Period — January 2019 — December 2019

Unique Product — 19

Cities — 9 ; Total Orders — 178437

KPI's (Key Performance Indicator) — Total Sales, Total Products Sold

Business Problem Statement

- Question 1: What was the best month for sales? How much was earned that month?
- Question 2: What products sold the most? What is the reason behind it ?
- Question 3: Which city had the highest number of sales?

Data Analysis Roadmap

- **Data Requirements Specification**

During this stage, data is grouped or listed with the help of Python list.

- **Data Collection**

In this step, the data is collected for data analysis from online source

- **Data Processing**


In this step, Software organizes information through an automated process.

- **Data Cleaning**

It cleans/filtered all the null values contain in the dataset

- **Data Analysis**

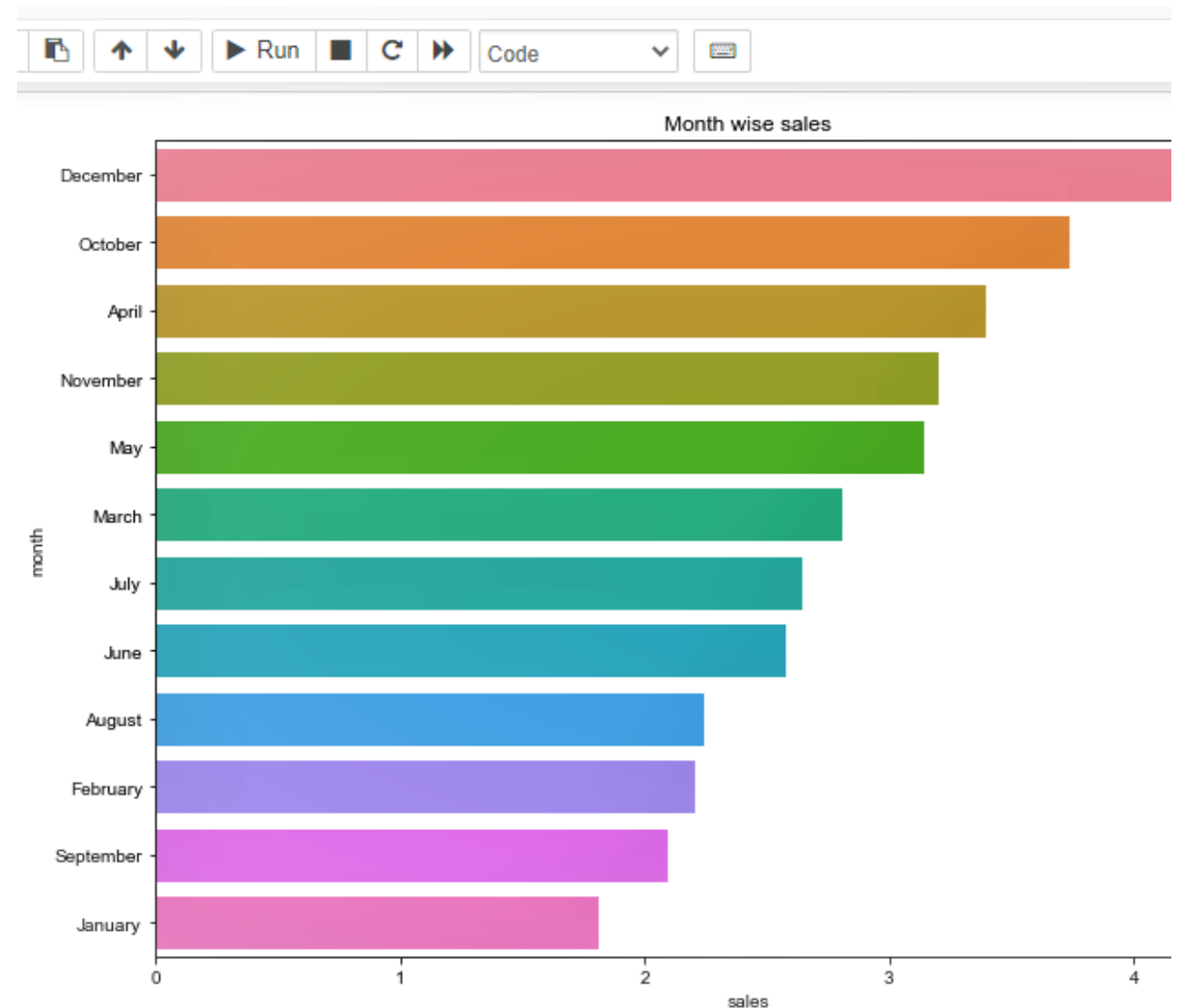
The filtered data is used to analyze properly with the help of analytics tool.

A stylized sun graphic on the left side of the slide. It features a solid yellow circle at the bottom left, with several short, curved yellow lines above it representing sunbeams. The background is split into an orange upper-left section and a white lower-right section by a curved line.

Key Insights and Answers of
Business Problem Statements
found Using Data analysis

Q1.What was the best month for sales? How much was earned that month?

- Ans: From the data analysis using Jupyter notebook, we have found that the month December has the highest amount of sales whereas January has the least amount of Sales.
- \$4619297(four million six hundred nineteen thousand two hundred ninety seven dollars) was earned in that month.



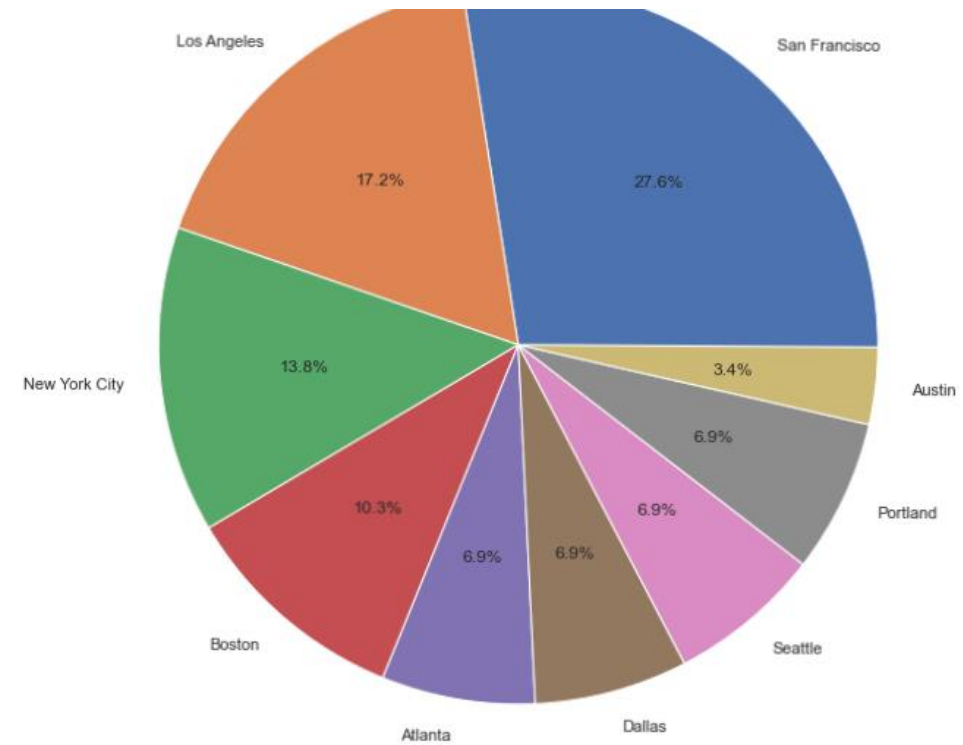
Q2. which product sold the most? Give Reasons.



Ans:
31017.0 quantity of AAA Batteries (4-pack) is sold in an year . It is sold maximum because it is the cheapest product.

Q3. which city had the highest number of sales?

- **Ans: San Francisco has highest sales \$8262204 (eight million two hundred sixty two thousand two hundred four dollars)**



Sales Strategy




Strategies

- Using, Data analysis we found that December has the highest amount of sales and January has the least amount of sales. So, the Sales team must be aware of that and should bring some new strategy related to Sales in January month.
- Also, we found that AAA batteries(4 pack) is the highest sold product among all the products. So, the Sales strategy is to increase the production of the same. The sales of this product is highest because it is the cheapest product as well. So, the price of the product should be slightly increase to increase the Revenue .



Strategies

- It was noticed that San Francisco has the highest number of Sales. So, it's important to bring new ideas to generate most of the sales in other cities as well. For this, Sales team must come with new advertisement, and marketing strategies.
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What else can be done?



Track individual sales performance in real-time or Consumer behaviour using daily sales analysis



Track team sales performance in real-time



Directly compare performance across multiple sales metrics or KPIs(Key Performance Indicator's)



Use friendly competition to fuel motivation in the sales team



Create a transparent, data-driven work environment



Make quick decisions based on the data instead of waiting for end of quarter reports

For further Queries,
please visit:

Github

link: <https://github.com/samar796/data-analysis.git>



Thank You!