E-COMMERCE SALES ANALYSIS

Presented by Mr. Samarth Kadam

COMPANY BACKGROUND

- **Industry Overview:** E-commerce and Online Retail refers to the buying and selling of goods and services over the internet, where businesses and consumers engage in digital transactions through various online platforms.

- **Business Models:** Includes B2C marketplaces, direct-to-consumer online stores, and B2B platforms connecting wholesalers and retailers.

- **Market Growth:** Rapidly expanding with increasing internet penetration, mobile usage, and changing consumer shopping habits.

- **Key Drivers:** Customer experience, logistics efficiency, digital marketing, and data-driven personalization fuel success in this space.

- **Data-Driven Focus:** Companies increasingly use advanced analytics to optimize sales, manage inventory, improve customer targeting, and enhance the overall shopping experience.

PROBLEM STATEMENT

Business Context :

- The e-commerce company is facing multiple operational challenges that hinder growth and customer satisfaction.

- To address these issues, the company is leveraging data-driven insights to optimize operations.

- Analyzing total revenue growth over time and identifying best-selling products and seasonal sales trends.

- Identifying top-performing locations based on sales volume and analyzing order cancellation trends and customer retention.

- Identifying high-demand product categories. Analyzing the average quantity ordered for efficient stock management. Enhancing inventory control to prevent stockouts or overstocking.

- Investigating high return and cancellation rates and identifying problematic products/categories to enhance quality. Improving customer experience through better service policies.

E-COMMERCE BUSINESS PERFORMANCE DASHBOARD

72M Total Revenue

557 Average Order Value

129K Total Orders
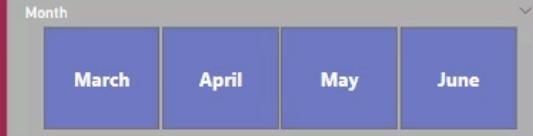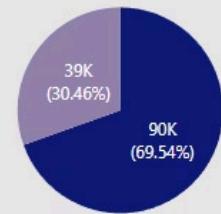
20K Cancelled Orders

117K Total Quantity

Month: March | April | May | June

Amazon vs Merchant Fulfilment

- 39K (30.46%)
- 90K (69.54%)
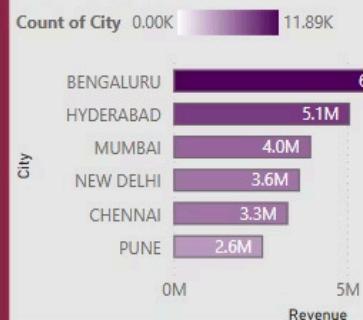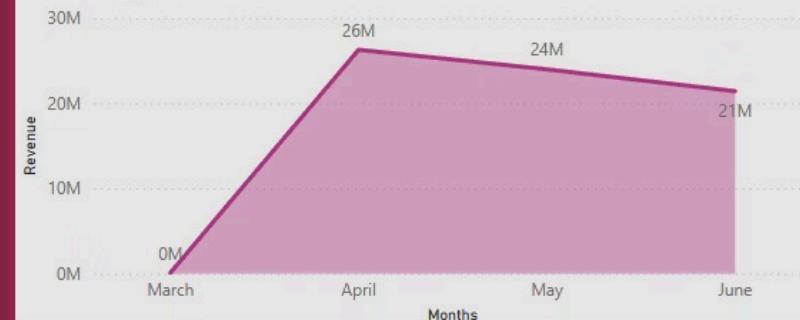
Fulfilment: ● Amazon ● Merchant

Top City by Sales

Count of City 0.00K ▭ 11.89K

City	Revenue
BENGALURU	6.7M
HYDERABAD	5.1M
MUMBAI	4.0M
NEW DELHI	3.6M
CHENNAI	3.3M
PUNE	2.6M

Revenue by Month

- March 0M
- April 26M
- May 24M
- June 21M

Sales by Category

- 1M (1.02%)
- 10M (14....)
- 36M (49....)
- 19M (27.13%)

Category:
- ● Set
- ● kurta
- ● Western ...
- ● Top
- ● Ethnic Dr...
- ● Blouse
- ● Bottom

Cancelled Orders by State

Cancelled_Orders 0K ▭ 3.24K

State	Cancelled Orders
MAHARASH...	3.2K
KARNATAKA	2.5K
UTTAR PRA...	1.9K
TELANGANA	1.8K
TAMIL NADU	1.8K
KERALA	1.3K

Sales by weekday

- Mon 10.3M
- Tue 10.5M
- Wed 10.3M
- Thu 9.5M
- Fri 9.9M
- Sat 10.3M
- Sun 11.0M
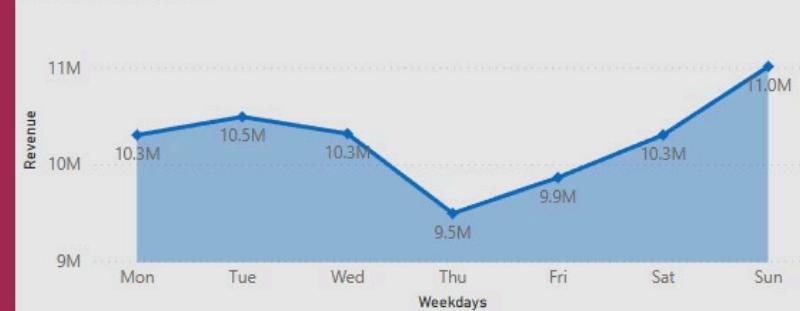
KPI'S

- TOTAL SALES REVENUE

  Total Revenue: ₹ 71.8 Million

  DAX Formula Used:

  Total_Revenue = SUM(sales_dataset[Amount])

- TOTAL ORDERS

  Total Orders: 129K

  DAX Formula Used:

  Total_Orders = COUNTA(sales_dataset[Order_ID])

72M
Total Revenue

129K
Total Orders

20K
Cancelled Orders

- TOTAL CANCELLED ORDERS

  Total Cancelled Orders: 20K

  DAX Formula Used:

```
Cancelled_Orders =
CALCULATE(
    COUNTROWS(sales_dataset),
    sales_dataset[Status] IN {
        "Cancelled",
        "Shipped - Rejected by Buyer",
        "Shipped - Returning to Seller",
        "Shipped - Damaged",
        "Shipped - Lost in Transit","Shipped - Returned to Seller"
    }
)
```

KPI'S

- TOTAL QUANTITY

  Total Quantity Sold: 117K

  DAX Formula Used:
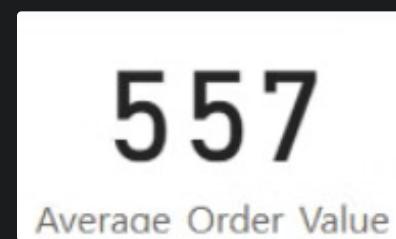
  Total_Quantity = SUM(sales_dataset[Quantity])
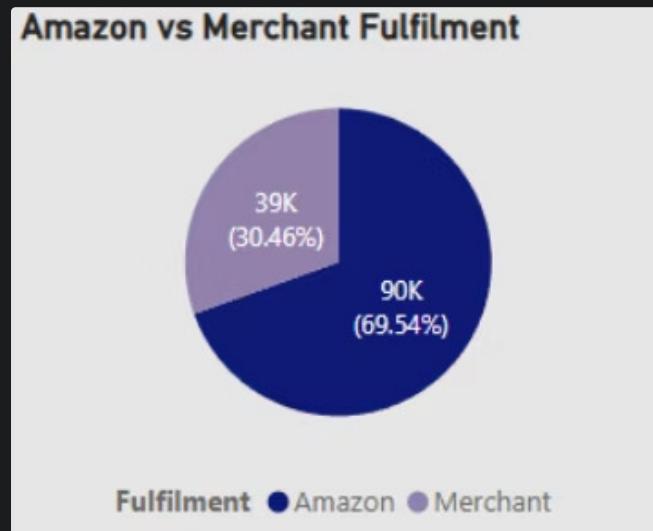
- AVERAGE ORDER VALUE

  Average Order Value: ₹ 557

  DAX Formula Used:
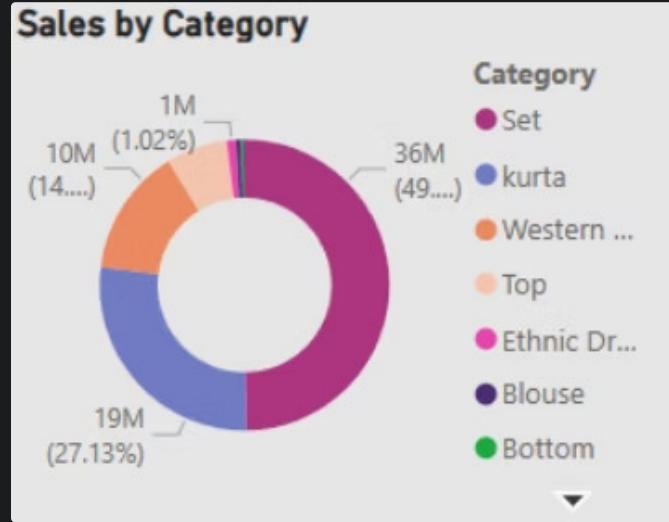
  Average_Order_Value = DIVIDE([Total_Revenue],[Total_Orders])

Amazon vs Merchant Fulfilment

39K (30.46%)

90K (69.54%)

Fulfilment ● Amazon ● Merchant

FULFILMENT AMAZON VS MERCHANT

- Amazon Fulfilment Dominates with 69.54% (90k units) share of Total Orders.

- Merchant Fulfilment Orders share is lower around 30.46% (39k units).

- Key Takeaway: Primary reliance on Amazon's logistics, complemented by substantial Merchant managed operations.

SALES BY CATEGORY

Sales by Category

Category
● Set
● kurta
● Western ...
● Top
● Ethnic Dr...
● Blouse
● Bottom

1M (1.02%)
10M (14....)
36M (49....)
19M (27.13%)

Key Revenue Drivers:

- **"Set" Dominates Sales:** Contributes nearly half (49.0%) of total sales, making it the primary revenue generator.

- **"Kurta" a Strong Second:** Accounts for 27.13% of sales, solidifying its position as a major category.

- **Combined Strength:** "Set" and "Kurta" together drive over 76% of all sales.

- **Western Wear:** A distant third, with other categories having minimal contribution.

- **Actionable Insights:** Focus strategy on maximizing "Set" and "Kurta" categories, while evaluating performance and potential for growth in other segments.

CANCELLED ORDERS BY STATE

Key Areas for Improvement:

- **Maharashtra Leads in Cancellations:** Records the highest volume of cancelled orders.

- **Karnataka Second Highest:** Follows closely, indicating significant cancellation issues.

- **Uttar Pradesh, Telangana, Tamil Nadu and Kerala:** Show moderate to high cancellation rates.

- **Actionable Insights:** Focus immediate investigation on Maharashtra and Karnataka to identify and address underlying causes of high cancellation (e.g. logistics, stock issues, customer service).

Cancelled Orders by State
Cancelled_Orders 0K — 3.24K

| State	Cancelled Orders
MAHARASH...	3.2K
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UTTAR PRA...	1.9K
TELANGANA	1.8K
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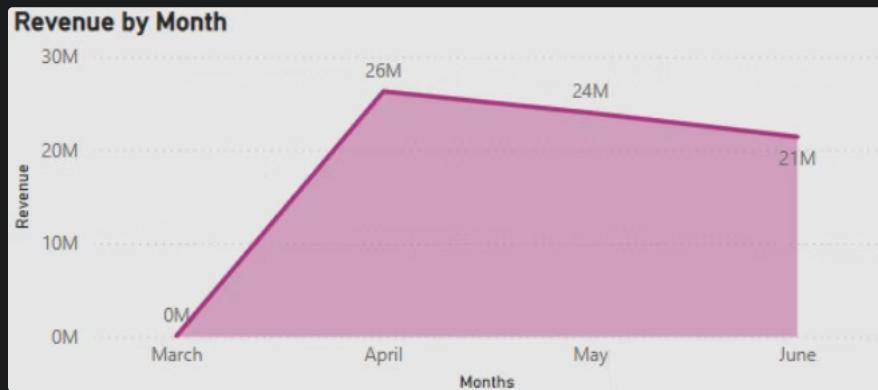
TOP CITY BY SALES

Top City by Sales Performance:

- **Bengaluru Leads Significantly:** Highest sales volume, well above all other cities.

- **Hyderabad a Strong Contributor:** Second in sales, showing strong performance.

- **Key Urban Markets:** Mumbai, New Delhi, and Chennai follow, indicating sales concentration in major metropolitan areas.

- **Actionable Insights:** Focus Marketing/Sales efforts on Bengaluru and Hyderabad, while maintaining presence in other top cities.

Top City by Sales

Count of City 0.00K ▬▬▬ 11.89K

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NEW DELHI	3.6M
CHENNAI	3.3M
PUNE	2.6M

0M   5M
Revenue
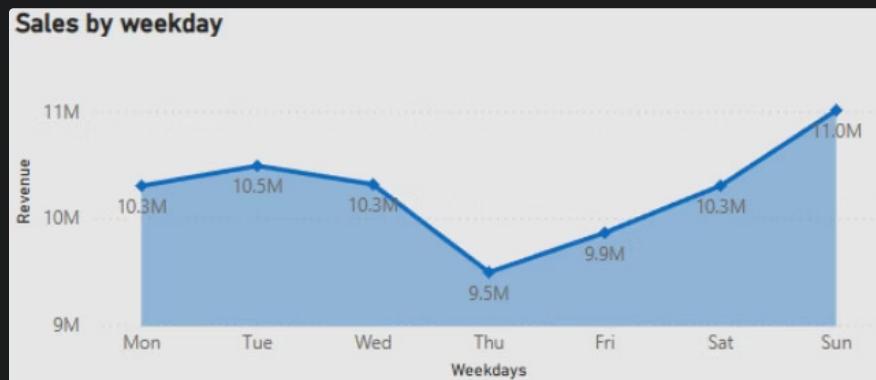
Revenue by Month

REVENUE BY MONTH

Performance Trends:

- **Significant April Peak:** Revenue surged to its highest point in April, demonstrating strong performance (Exceeding ₹25M).

- **Subsequent Decline:** A clear downward trend observed from May into June, with current revenue in June notably lower than the April peak but still above ₹20M.

- **Key Insights:** This pattern indicates a potential seasonal high in April or a short-term boost. The post-April decline necessitates investigation into market conditions, Sales strategies, or external factors to reverse the trend.

SALES BY WEEKDAY

Sales by weekday

Performance Patterns:

- **Strong Weekend Performance:** Sunday is the highest sales day (₹11.0M), with Saturday also strong (₹10.3M).

- **Consistent early week sales:** Monday, Tuesday and Wednesday maintain solid sales above ₹10M.

- **Mid-week Dip:** Thursday records the lowest sales at ₹9.5M, indicating a dip in activity.

- **Actionable Insights:** Optimize staffing and marketing efforts for peak weekend demand. Consider promotions or targeted campaigns to boost sales on Thursdays.

E-COMMERCE PERFORMANCE

STRENGTHS & DRIVERS

Solid Revenue & Dominant Channel

- **Overall Performance:** ₹71.8M Revenue, 129K Orders, Average Order Value of ₹557.
- **Fulfilment Power:** Amazon handles 69.54% of Fulfilment.
- **Key Markets:** Bengaluru and Hyderabad lead in Sales.
- **Sales Peaks:** April was the highest revenue month, Sunday is the strongest sales day.

CHALLENGES & ACTIONS

Focus Ares for Growth & Efficiency:

- **High Cancellations:** 20K cancelled orders, especially in Maharashtra & Karnataka.
- **Revenue Decline:** Revenue trending down since April peak.
- **Sales Dip:** Thursday is the weakest sales day.
- **Category Concentration:** "Set" & "Kurta" drive over 76% of sales, others are minimal.

Recommendations & Conclusion

Recommendations:

- **Reduce Cancellations:** Improve order confirmation and delivery processes in Maharashtra & Karnataka through better communication and logistics partner coordination.

- **Diversify Product Categories:** Promote underperforming categories with targeted marketing and bundling to reduce overreliance on "Set" & "Kurta."

- **Boost Off-Peak Sales:** Launch special Thursday promotions and loyalty incentives to smooth weekday demand dips.

- **Sustain Growth Post-Peak:** Plan marketing campaigns and inventory strategies to address post-April decline and maintain steady revenue.

- **Strengthen High-Potential Markets:** Invest in local advertising and improved delivery service in Bengaluru and Hyderabad to consolidate leadership.

Conclusion:

- The analysis highlights strong sales foundations with solid revenue, high average order value, and dominant Amazon fulfilment support.

- Key markets and peak sales periods offer clear opportunities for focused growth strategies.

- Challenges such as high cancellations, uneven sales days, and category concentration need targeted solutions.

- Implementing these recommendations can reduce operational inefficiencies, expand customer base, and drive sustained revenue growth.

- Data-driven decision-making will be critical to remain competitive and improve overall e-commerce performance.

THANK YOU

https://www.linkedin.com/in/samarth-kadam-17b96a235

https://github.com/samarth00017