



Ecommerce Sales Intelligence



Overview

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- Top Selling Products & Trends
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- Top Product Categories
- Recommendations

01

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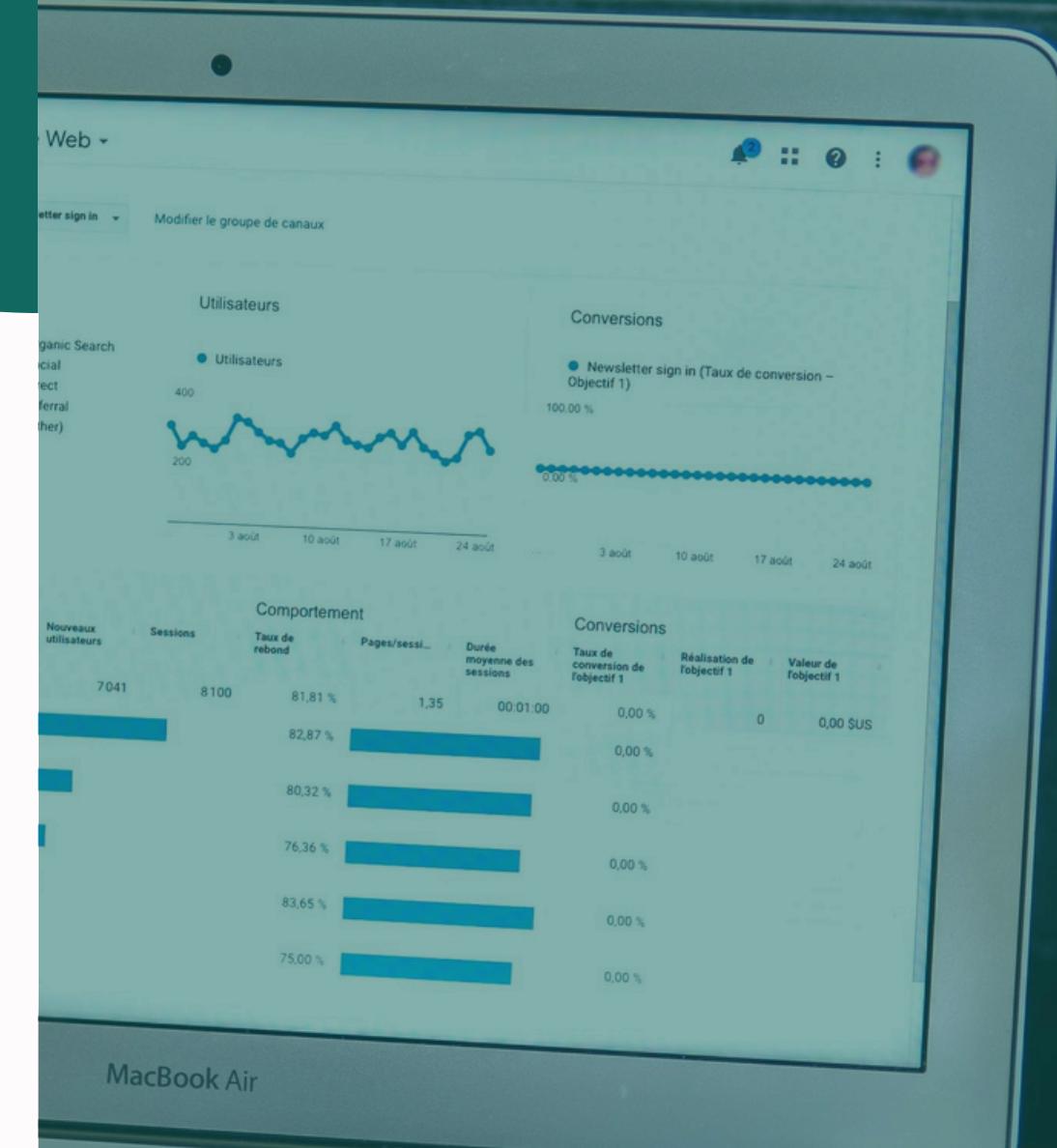
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Project Objective & Dataset Overview

- Goal: Derive business insights from e-commerce data using SQL & Power BI.
- Duration: Sept 2016 – Oct 2018
- Data: 7 Tables – Customers, Orders, Payments, Products, Reviews, Sellers, Order Items





SQL





Total Revenue Analysis

How much total money has the platform made so far, and how has it changed over time?

- Monthly Revenue Insights (Sep 2016 – Oct 2018)
- Total Revenue: ₹16M+
- Launch Phase: Sep–Dec 2016 (very low revenue)
- Growth Phase: Jan 2017 – Aug 2018 (stable growth, ~₹1M/month)
- Peak Revenue: Apr 2018 (₹1.16M)
- Sharp Drop: Sep–Oct 2018 (~99% fall) – likely data cutoff or shutdown
- Seasonal Spike: Nov 2017 & early 2018 show high sales (likely festive impact)



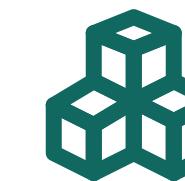
Business Insight :
Seasonal spikes (festive), declining trend in late 2018

Popular Product Categories

Which product categories are the most popular, and how do their sales numbers compare?

Business Insight :

*Seasonal spikes (festive), declining trend
in late 2018*



Most Ordered

Bed, Table & Bath (10,953 orders) – daily essentials



Top Revenue

Beauty & Health (₹1.23M) – high-value products



Watches & Gifts

Fewer orders (5,859), but high revenue (₹1.16M) – premium items.

Average Spend & Payment Type

What is the average amount spent per order, and how does it vary by category or payment method?

01



Overall average order amount: 154.1

02



Credit cards generally dominate average spend but vouchers outperform credit cards in specific categories (e.g., Music Instruments, PCS, Women's Fashion).

03



Debit cards sometimes lead in spend for niche categories like Air Conditioning and Fixed Telephony.

04



Boleto generally ranks third or fourth but still shows competitive spends in categories like Agriculture and PCS.

Seller Activity Over Time

How many active sellers are there, and how does this number trend?

Total Active Sellers : 3095

Strong Growth : From 219 in Jan 2017 to 1261 in Aug 2018

Peak Month: Aug 2018 with 1261 active sellers

2017: Rapid seller onboarding consistent month-over-month growth.

2018: Growth continued but started to slow down after June.

2016: Minimal activity — likely platform launch or incomplete data .

Top Selling Products & Trends



Bed, Table & Bath

Most frequently purchased category — essential goods with broad appeal.



Beauty & Health

Fewer units than Bed & Bath but contributes significantly to revenue.



Sports & Leisure, Computers & Accessories

High movement; often driven by seasonal demand or trends.



Watches & Gifts

Not top by volume, but strong revenue suggests premium pricing.

Impact of Ratings & Reviews

Do customer reviews and ratings impact sales?



5-star reviews drive the most sales

Highest orders (63.5k) and revenue (₹7.7M).



1-2 Stars reviews Low sales

Low-rated (1-2 star) orders are fewer and earn much less.

B U S I N E S S
G R A P H

Power BI

Repeat vs. One-Time Customers

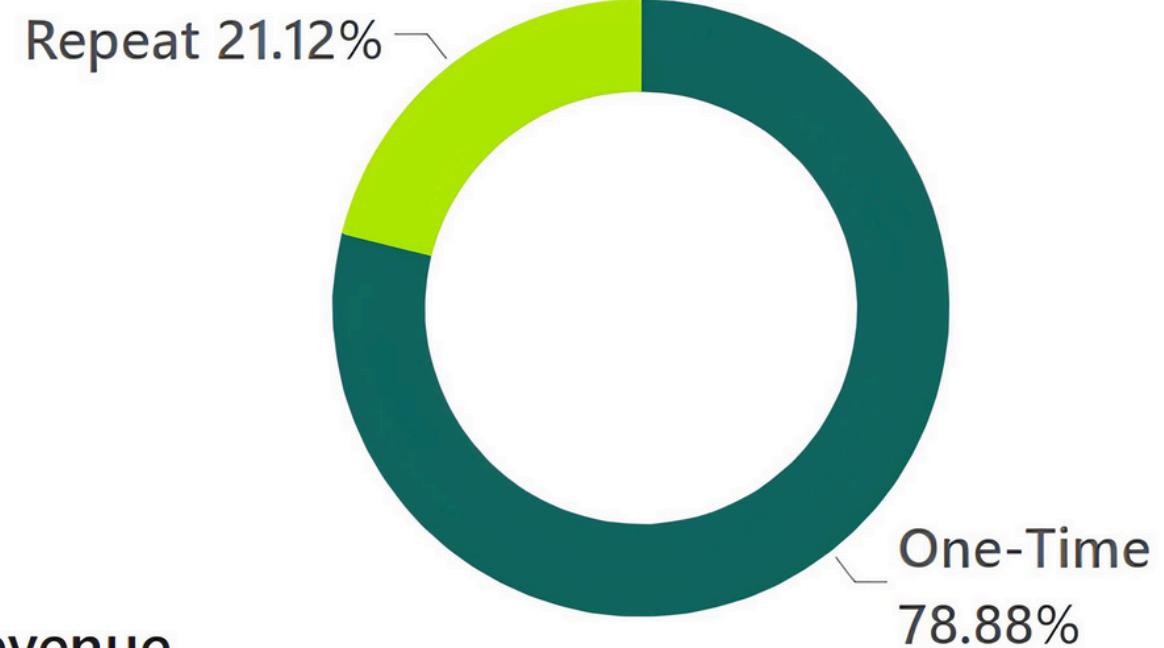
Understand contribution of loyal customers

- One-Time Customers: **84.55%** of revenue,
88.86K orders
- Repeat Customers: **15.45%** of revenue,
23.79K orders

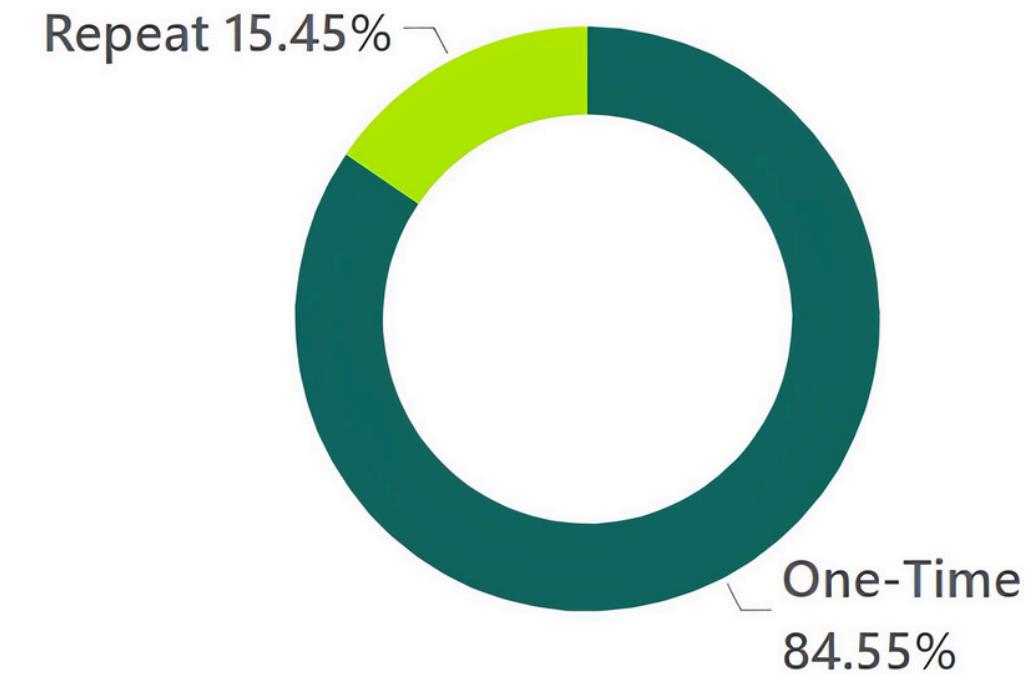
Business Insight :

*Large dependency on new customers →
retention campaigns needed*

Total Orders by CustomerType



Total Revenue

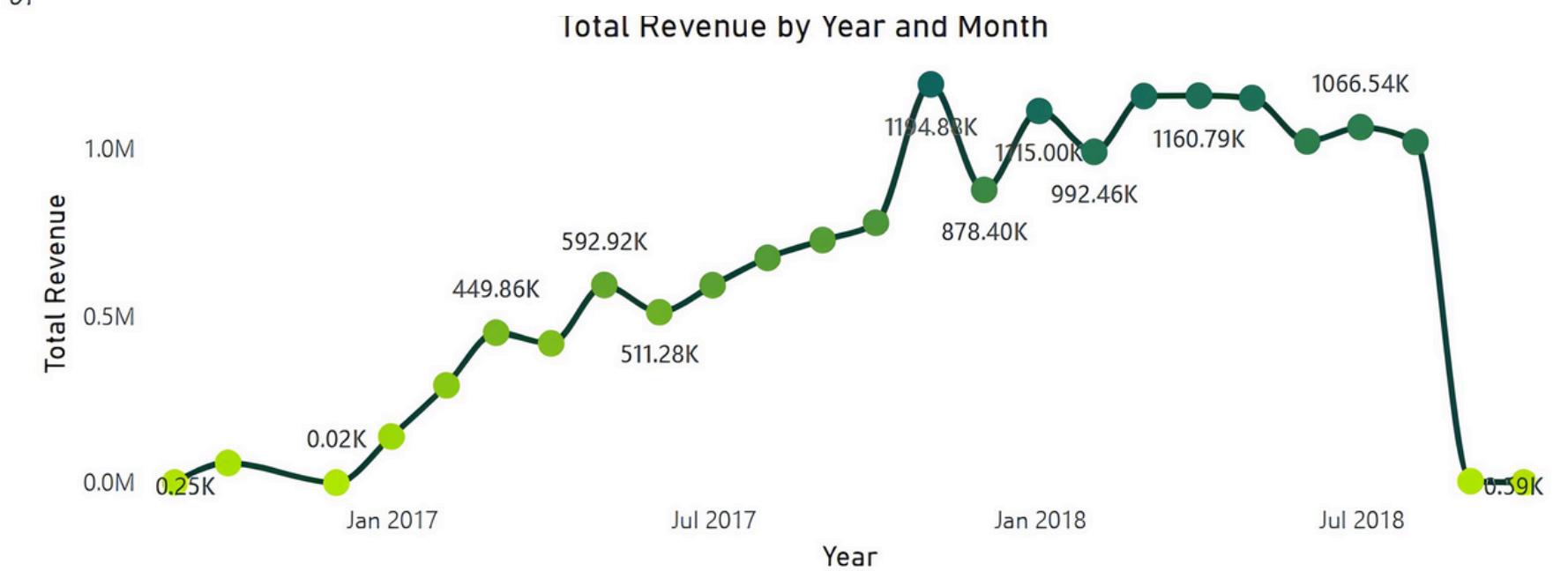


Revenue & Order Trends

Monitor performance
over time



- Growth trend until mid-2018
- High sales in festive months
- Drop post-Sept 2018

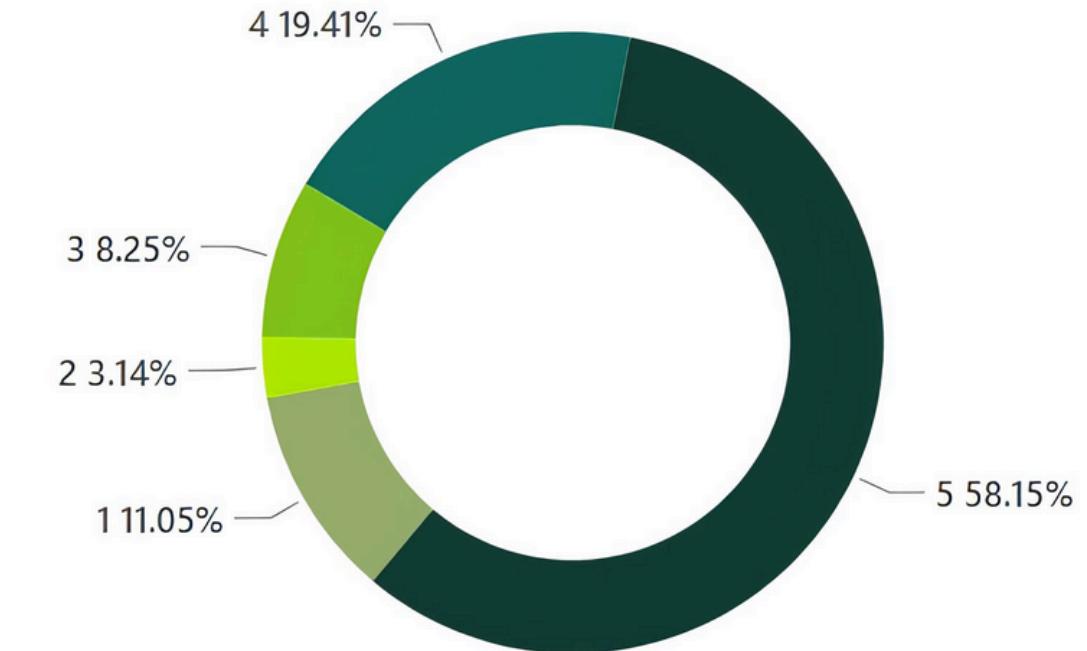


Ratings & Review Influence

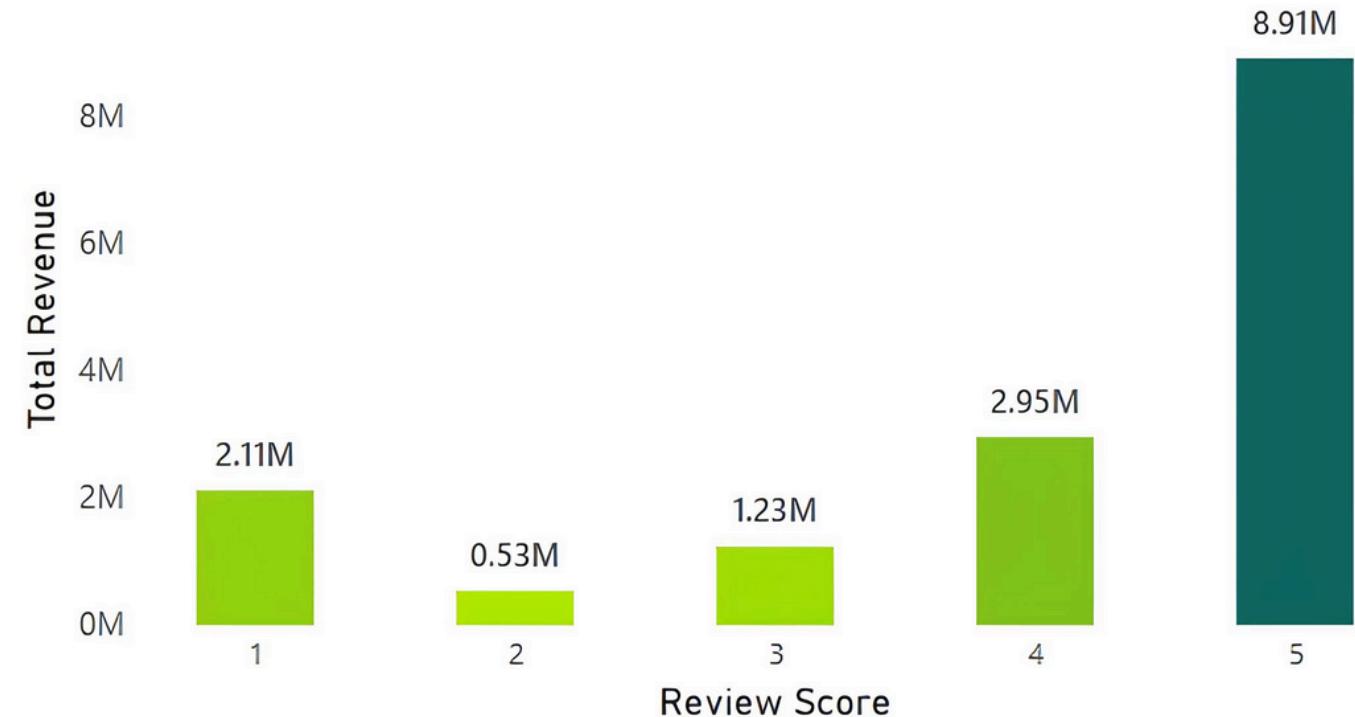
Examine how reviews affect sales volume

- Avg Rating: **4.09**
- **High-rated** products earn more and sell more

Total Orders by Review Score

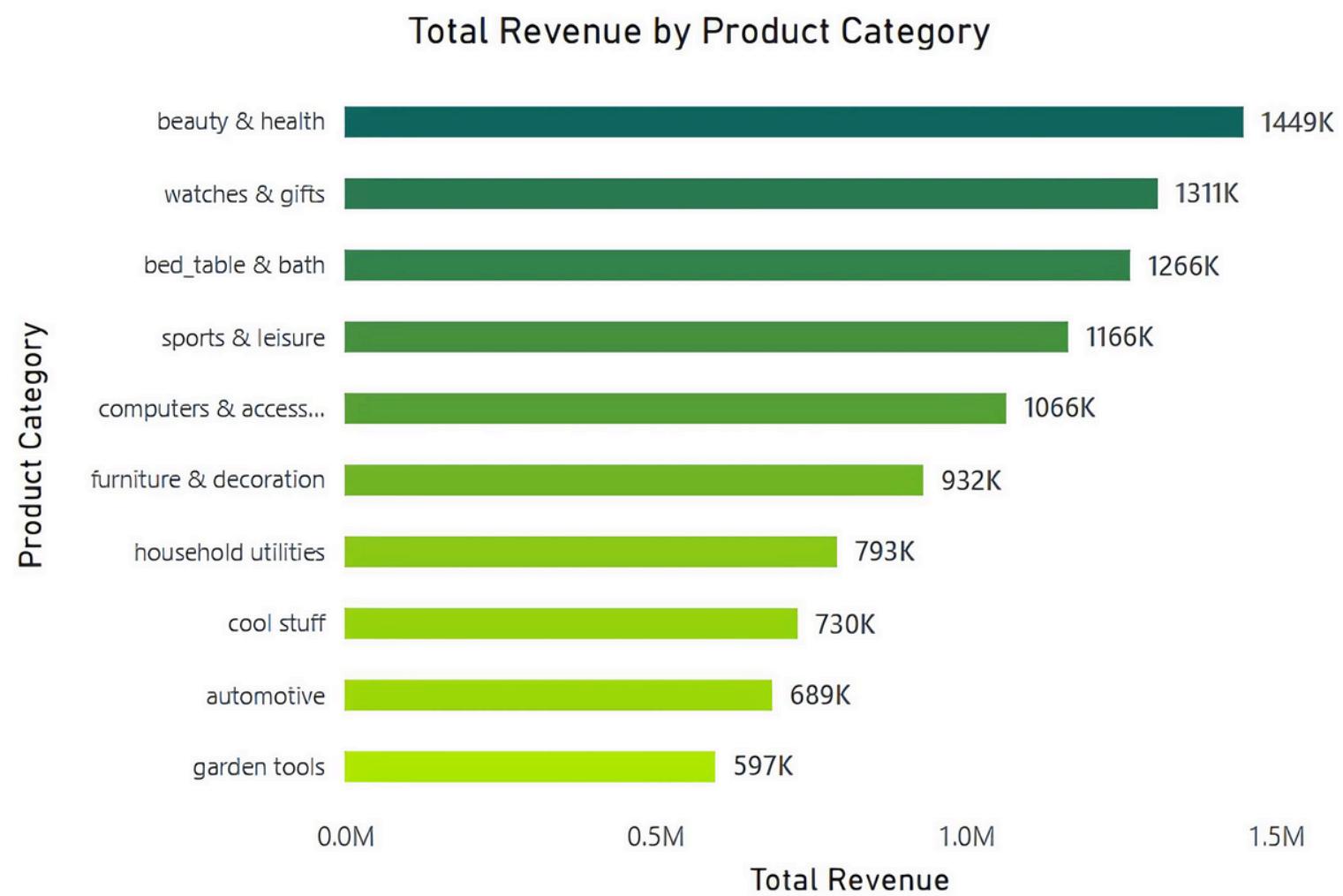


Total Revenue by Review Score

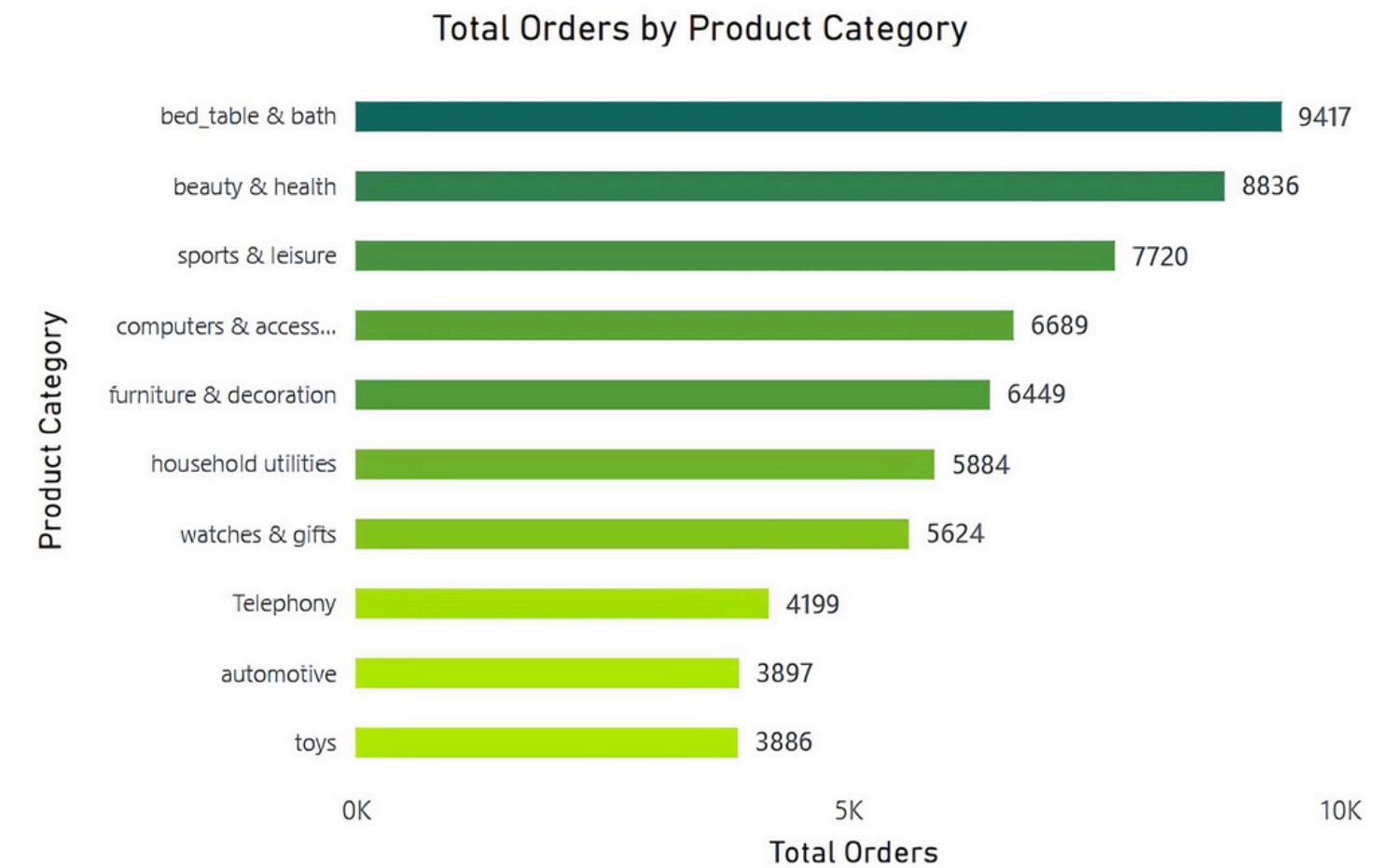


Top Product Categories

Identify major sales contributors



- Beauty & Health, Bed & Bath, Sports & Leisure lead
- Trend chart shows seasonal demand





E-COMMERCE SALES INTELLIGENCE DASHBOARD

Trend-Analysis

Trend-Analysis

Sales Performance

Customer Type

One-Time

Repeat



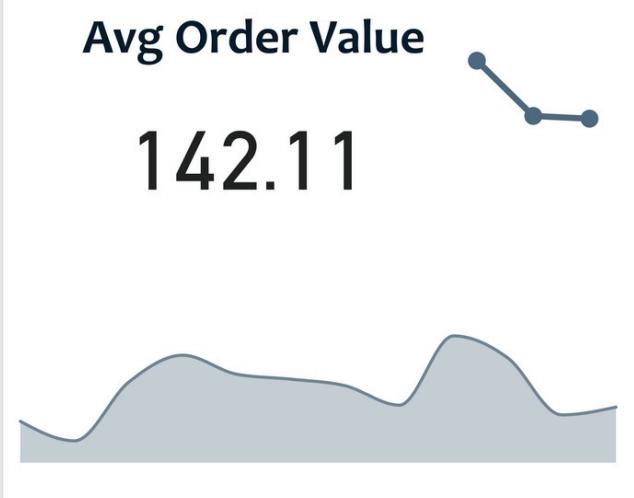
Total Revenue
16.01M



Total Orders
112.65K



Avg Order Value
142.11

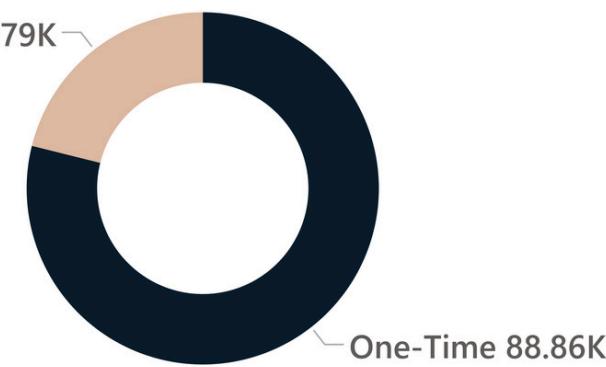


Unique Customers
99.44K



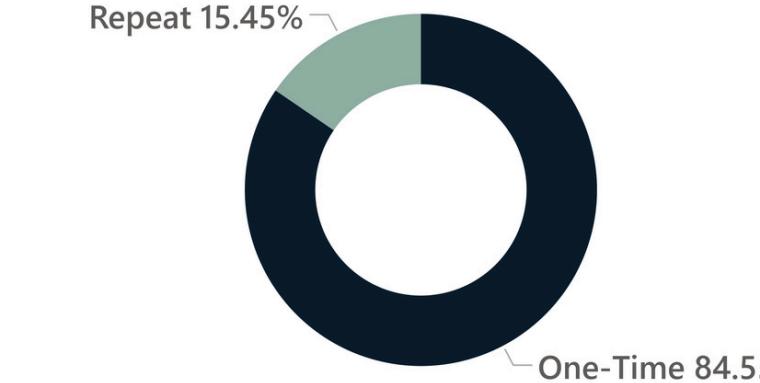
Total Orders by CustomerType

CustomerType ● One-Time ● Repeat

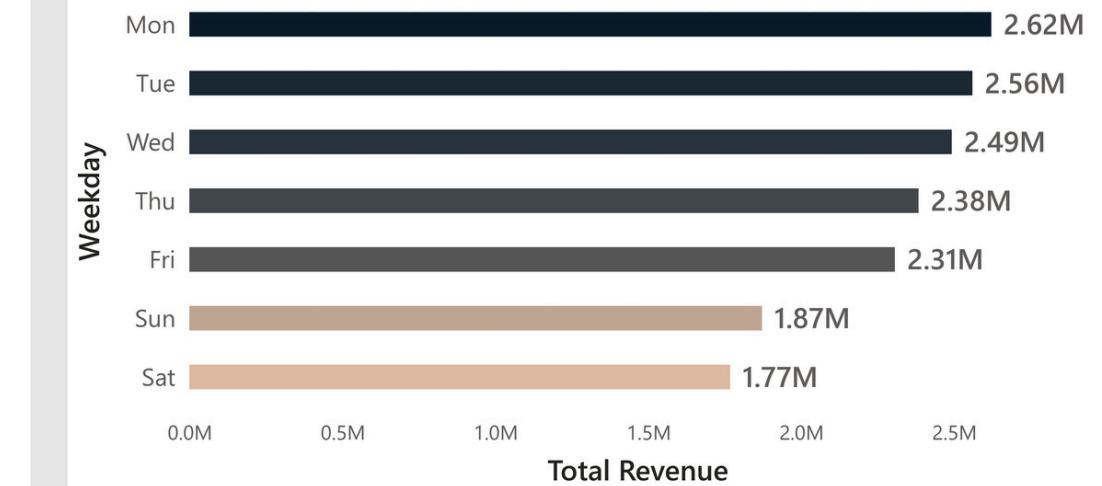


Total Revenue by CustomerType

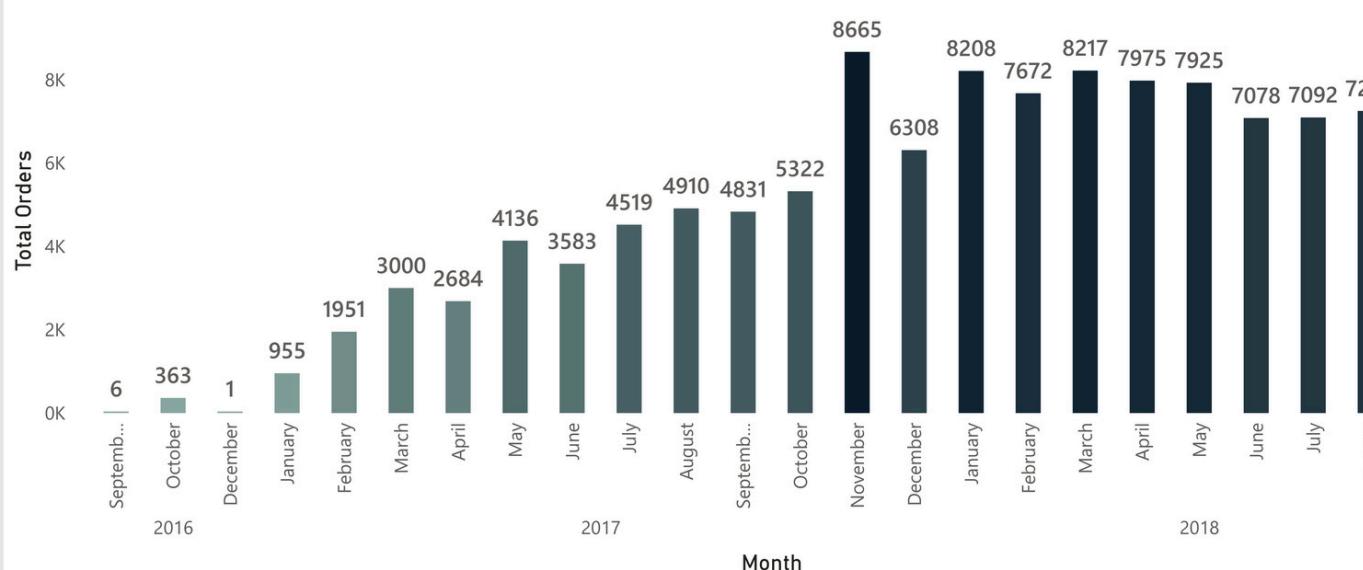
CustomerType ● One-Time ● Repeat



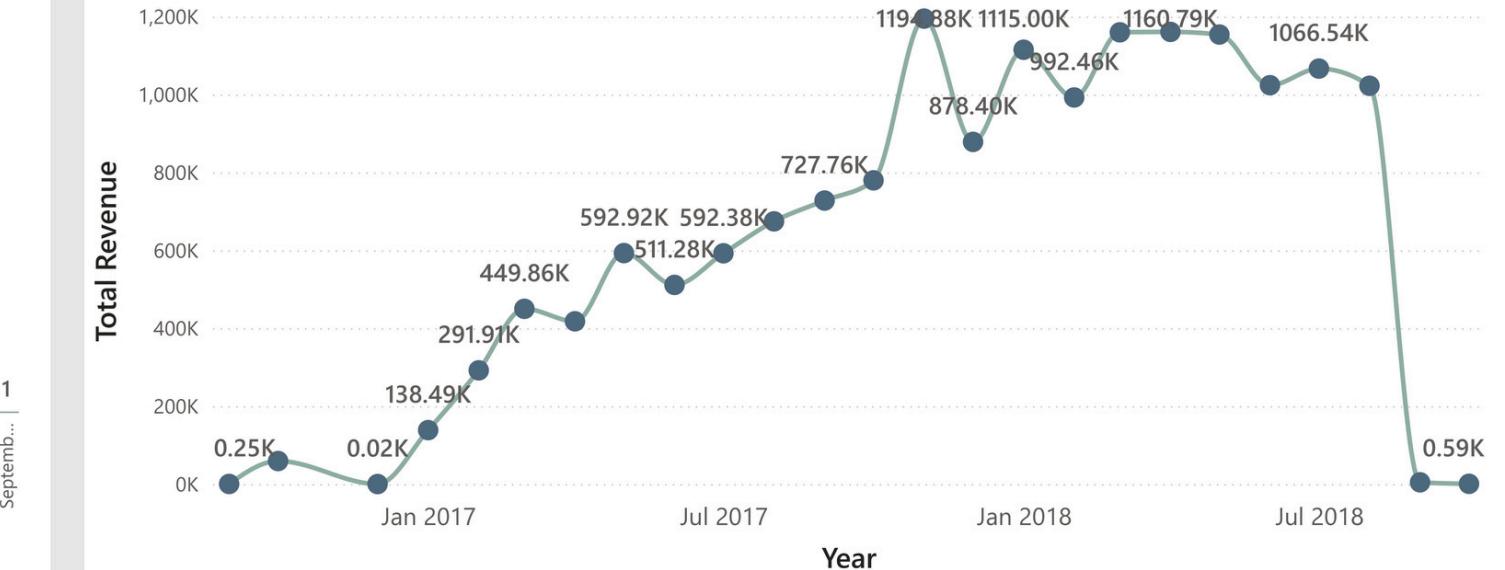
Total Revenue by Weekday



Total Orders by Year and Month



Total Revenue by Year and Month





E-COMMERCE SALES INTELLIGENCE DASHBOARD

Sales Performance

2016

2017

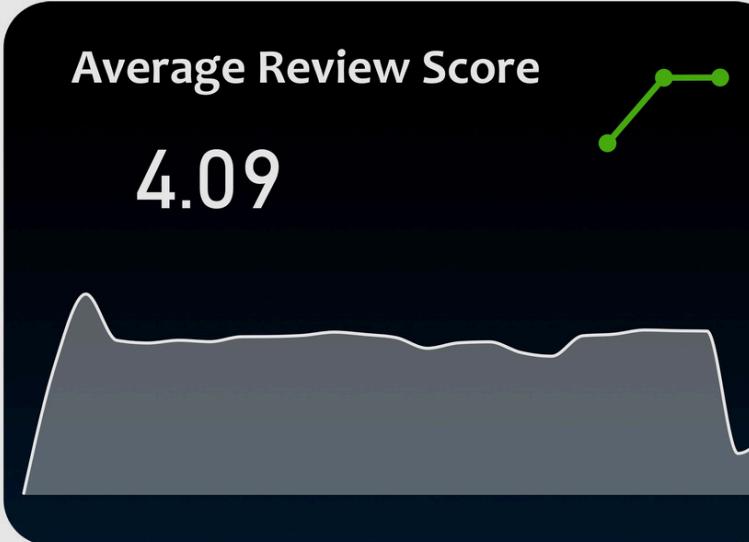
2018

Month

All

Average Review Score

4.09



Trend-Analysis

Sales Performance

Customer Type

One-Time

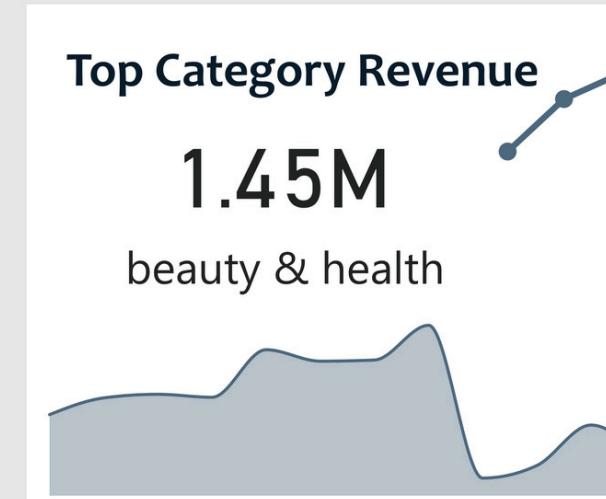
Repeat



Top Category Revenue

1.45M

beauty & health



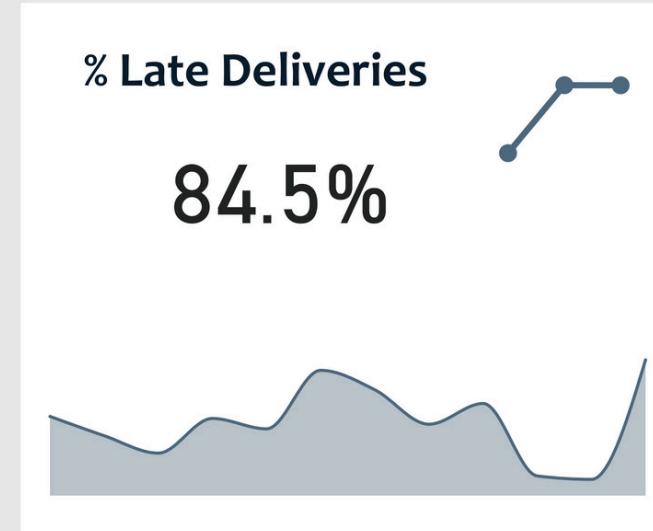
Avg Delivery Delay

13.32 Days



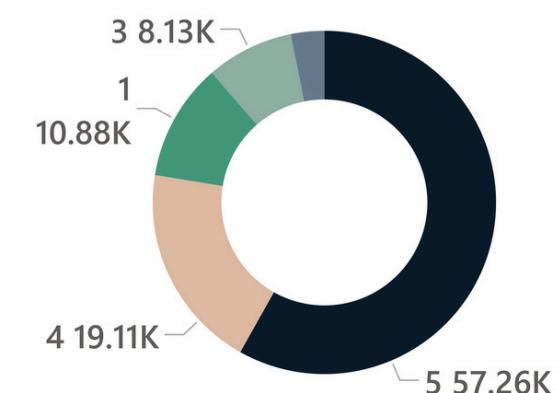
% Late Deliveries

84.5%

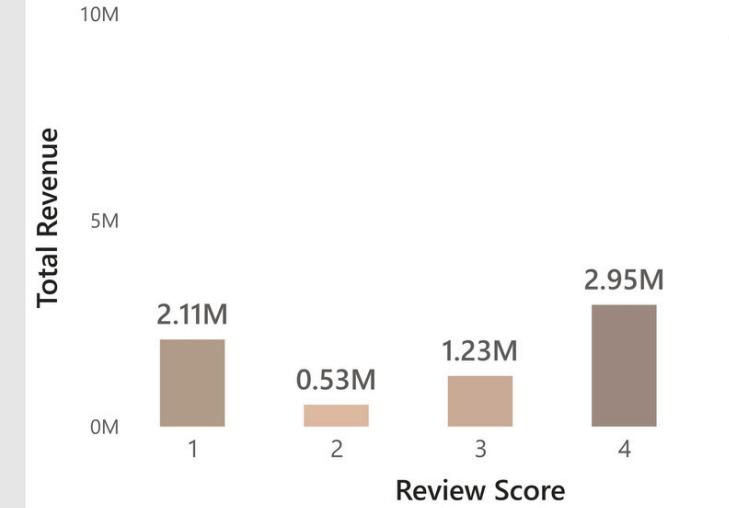


Total Orders by Review Score

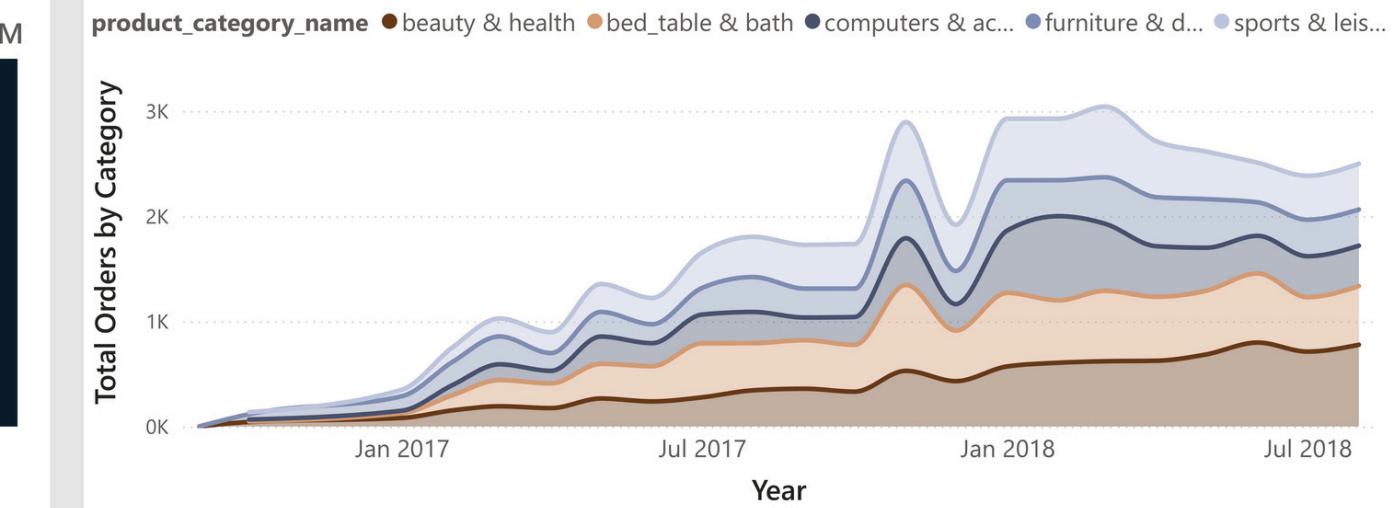
Review Score ● 5 ● 4 ● 3 ● 2



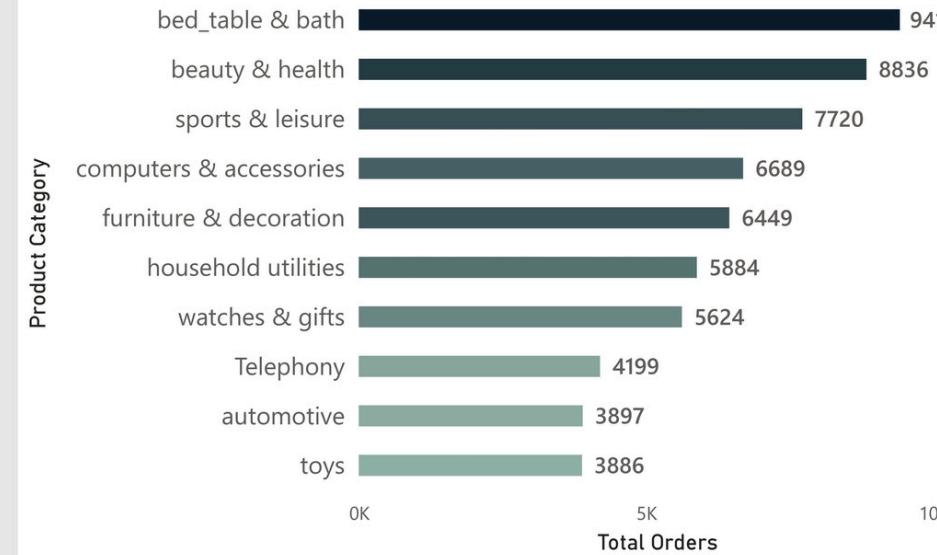
Total Revenue by Review Score



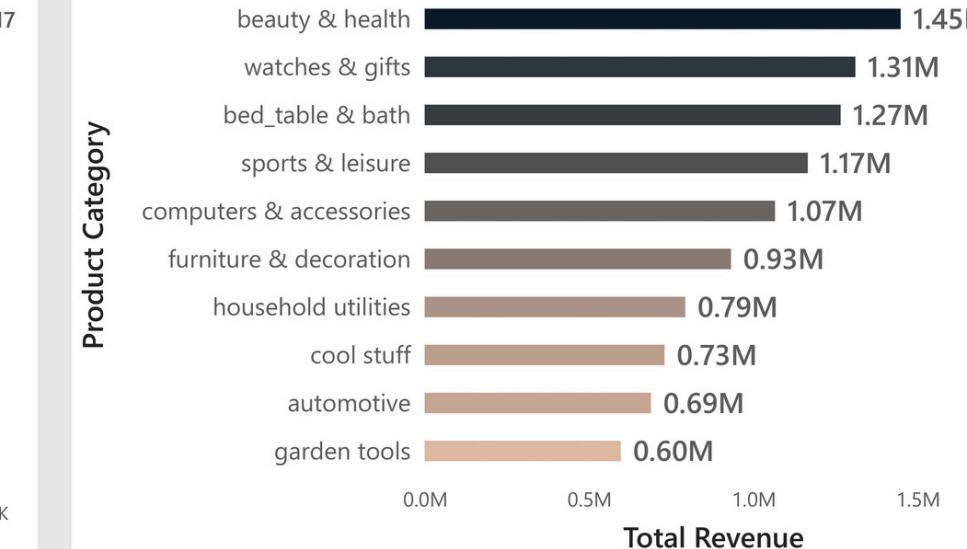
Products Popularity Over the Years



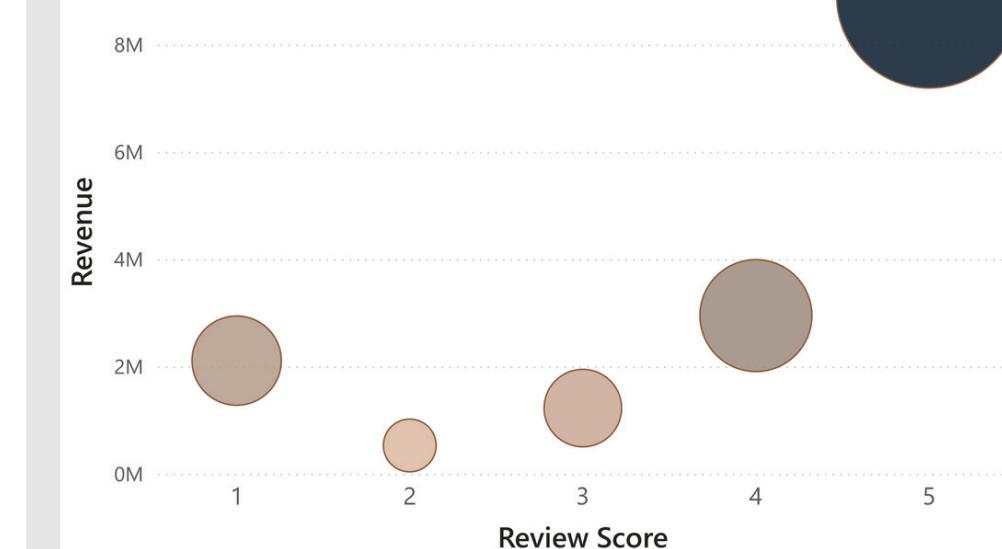
Total Orders by Product Category



Total Revenue by Product Category



Revenue and Orders per Review Score by Review Score





THANK TOU

For watching this presentation

- Shreya Pandey