

OVERVIEW:

The objective of this challenge is to develop an Analytical Dashboard where the owner/user will understand the growth/potential of the business in the market. So he can find out

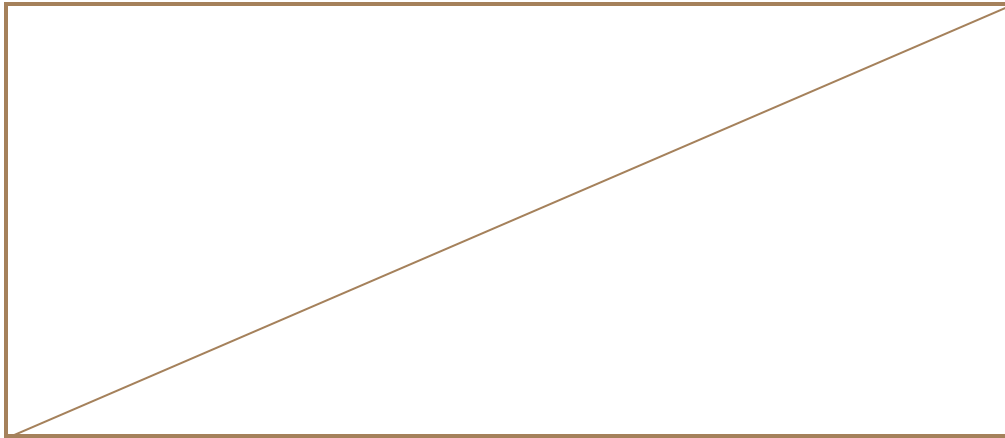
statistics such as –

- A region that accounts for a greater number of orders
- Frequency distribution of quantity ordered
- Percentage sales by different product categories
- Profitable products or their sub-products in the last few years
- products that incurred losses
- Product type that was ordered greater times
- Yearly sales for various states
- Forecasting future sales according to shipping date.
- The trend in profit/sales over time (years/months/quarters).

With this analysis, the e-commerce business can identify various aspects of the shopping pattern and take measures if required.

Technical

Architecture:

**Skills Required:**

IBM Cloud, IBM Watson

Project Description:

With the increase in consumer demand, the E-commerce space has boomed. This also led to an increase in fierce competition in today's online marketplace. The e-commerce industry sells a

BIBLIOGRAPHY & APPENDIX:



FUTURE SCOPE &APPLICATIONS:

- **Social media :-** Social media has played a key role in the success of an e-commerce

business. Clients can stay updated via the posts published on media. Social media creates a stronger web presence on the web that increases sales thereby promoting e-commerce business. Most of the advertising campaigns take place due to social media websites only. Like and comments buttons add profitability for customers and e-commerce business.

- **Drone delivery :-** To shorten human efforts and time drone are being used to increase e-commerce business. The future of e-commerce business is going to be changed by the use of drones. Drones carry sensing equipment that provides the facility of remote sensing. The issue of guidelines is going to be soon in India for drones that will facilitate e-commerce business.
- **App only Approach :-** App only model is going to be of great use as the future of the internet lies in the mobiles. Mobile technologies are becoming a hub for the customers/ brand engagement creating a holistic experience. App only e-commerce model is proving itself as the best digital solution for business growth over the web.
- **Google's Buy Now Button :-** 'Buy Now' style button allow e-shoppers to search for any products on Google and purchasing can be done using single click only. The button offers customization and thus shopping process becomes flexible online. Thus without any headache product can be availed to the customer in less time.
- **Artificial Intelligence :-** Companies are now able to gather and investigate data in real-time thus facilitating competence and efficiency in the business. Machines itself are assisting businesses by performing all routine tasks, payments in a quick manner. Chatbots, CRM, internet of things are changing e-commerce domain. AI is connecting customers together and reducing efforts.