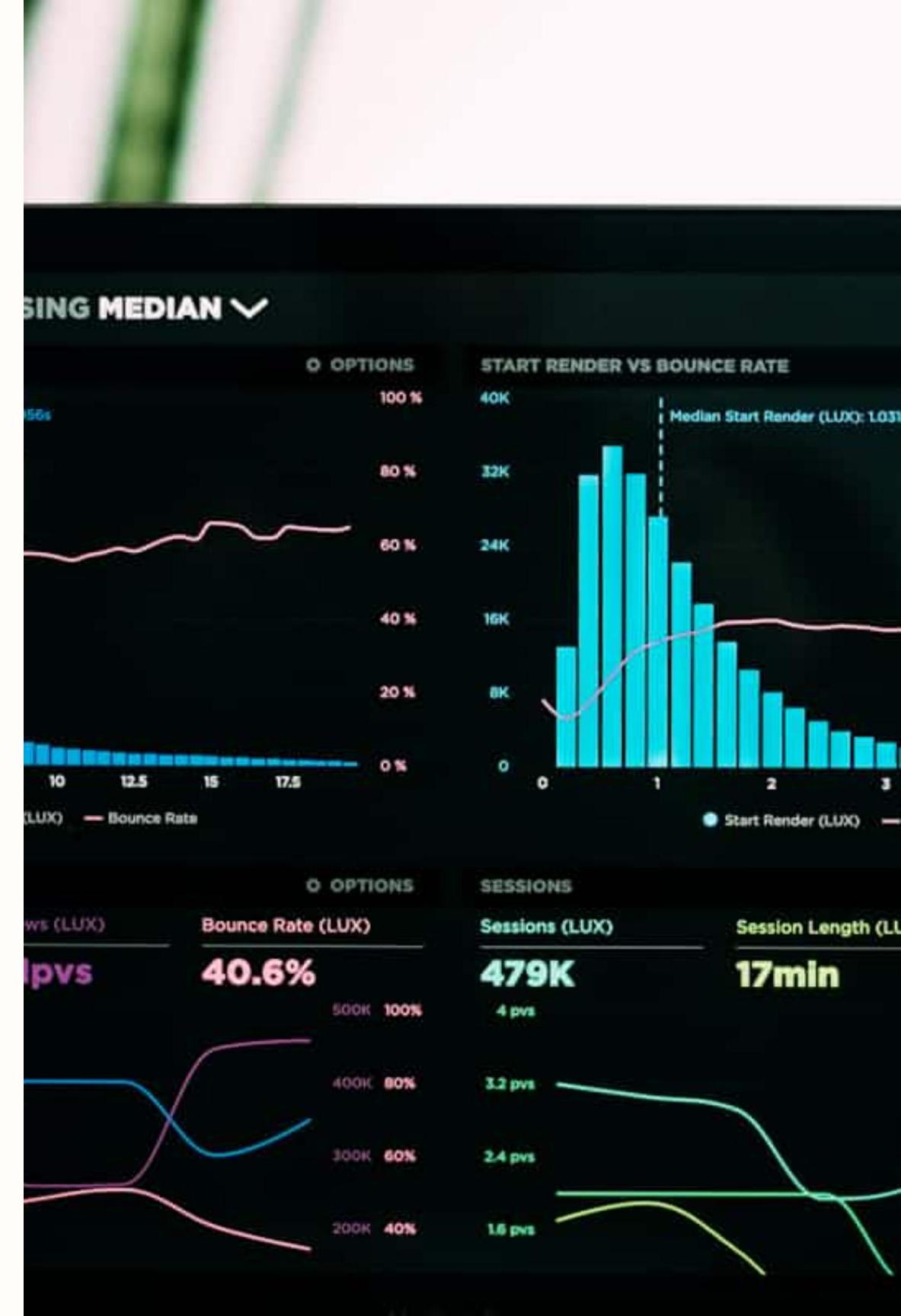


AJIO E-Commerce Customer and Sales Analysis

This presentation aims to unveil actionable business insights from AJIO's multi-source e-commerce dataset. Using beginner-friendly Python data analysis techniques, we explore key metrics to understand customer behaviour, product trends, and operational efficiencies.



Dataset Overview

Our analysis leverages a comprehensive dataset compiled from various sources, including customer, orders, products, transactions, ratings, returns, and delivery information.

Data Sources

- customer.csv
- orders.csv
- products.csv
- transaction.csv
- ratings.csv
- returns.csv
- delivery.csv

Tools Utilised

- Python (Pandas)
- Python (Seaborn)
- Python (Matplotlib)
- Jupyter Notebook

Focus Areas

- Customer Behaviour
- Product Trends
- Order Dynamics
- Ratings and Returns
- Delivery Performance

Key Business Questions & Insights

Top Selling Brand & Category

Brand: Puma

Category: Blazer

Discount & Payment Insights

Average Discount: 8.95%

Preferred Payment: Netbanking

Monthly Sales Trend

Sales remain steady across months, with February being the only period showing a dip in activity.

Daily Sales Behaviour

Order volumes are consistent daily, with a slight decline noted towards the end of each month.

Top Cities with Active Customers

Pune, Bengaluru, Delhi, Ghaziabad, Bhopal are leading in customer engagement.

Ratings Breakdown

Top Rated Categories: Skirts, Jeans

Top Rated Brands: Gap, Puma, Uniqlo

Product Return Rate & Categories

Return rate: 19.65% (2,000 out of 10,180 orders)

Most Returned: Shirt, Blazer, Sweater

Customer Retention

Repeat buyers account for 12% (789 out of 6,340 customers), indicating room for improvement in loyalty programmes.

High Return Rate Brands: Puma, Pantaloons, Levi's, Zara, highlighting areas for product quality or fit assessment.

Delivery Partner Insights: Ecom Express and Xpressbees are the most frequent couriers, while Delhivery and Blue Dart receive the highest ratings for their service quality.

📌 Conclusion

This project successfully conducted a comprehensive analysis of AJIO's e-commerce operations, covering sales, returns, customer behaviour, and logistics. Utilising straightforward Python tools, we extracted valuable insights that can directly inform strategic decisions. The findings offer actionable recommendations to enhance customer retention, improve product quality, and optimise the overall delivery experience for users.



Summary and Future Outlook

1 Rapid Growth Trajectory

AJIO is experiencing rapid growth, driven by a strong focus on fashion and an effective private label strategy. This positions the company well within the competitive e-commerce landscape.

2 Robust Expansion Projected

A projected 35-40% revenue growth in 2024 signals robust expansion and sustained market penetration, affirming the success of current business models.

3 Continued Investment

AJIO plans continued investment in digital marketing initiatives and advanced customer segmentation strategies to further personalise the shopping experience and enhance engagement.

4 Key Focus Areas

Primary strategic efforts will concentrate on significantly improving customer service and refining the delivery experience to ensure seamless, satisfying interactions for all users.