E-Commerce Data Analysis

Q1. Which device give most used and profit Mobile or Web

ANS- Web application is mostly used during purchasing
We can increase our revenue by promoting the web site
customers.

Q2. Which Payment Category used mostly during transaction

ANS- Credit card is mostly used by customers followed by
Money order and e-wallet .

Q3. Show Gender wise Total percentage of   sales

ANS- Male customer are greater than females customers
male customer contribute 55% and female customers
promote 45%.

Q4. Give us Top profitable Products

ANS- Titak watch and towels are top profitable products

Q5. Which order Priority is used mostly during transaction

ANS- Medium priority is used mostly by large amount of customers

Q6. Give monthly trend analysis of Total Sales   and total Profit

Q7. Which month has highest profit in data

ANS- Oct 2018 is most profitable month

Q8. Which month has lowest Sales   profit

ANS-Feb 2018 is lowest profitable month

Q9. What is relation between Total Sales and Total Profit

ANS- Sales and profit have positive correlation as sales increases
profit also increases

Q10. Give us Major   KPI's which help us to take future decisions

Q11. In order to cut shipping cost give us relation between
shipping cost and profit

ANS- Shipping cost and profit have positive correlation shipping
cost indirectly depend on profit

Q12. Give us summary of dashboard

ANS- Given dataset has normal sales and profit as sales increases
profit also increases this mean company have a stable position
in this situation company should focus on following :

1> Increase the Sales
2> Start Expansion

At Some parameter company is highly depend on the one Factor for example Device used in transaction company highly depend on Web Application(93%) in order secure transactions company should diversify it's dependence same apply for the Payet Category and Gender

Diversification it's very essential for company specially in unstable market