

UrbanMart E-commerce Performance Analysis

1. Project Overview:

UrbanMart is an Indonesian e-commerce platform. This project analyzes its **sales, customer behavior, and product performance** to provide actionable insights.

Dataset overview:

- Transactions: 50,000
- Fields: TransactionID, CustomerID, TransactionDate, TransactionValue, ProductCategory, CustomerGender, CustomerAgeGroup, Region
- Tools: PostgreSQL (data querying), Excel (charts & pivot tables)

Business Objective:

- Analyze e-commerce performance across revenue, customers, and products
- Identify opportunities for growth, retention, and strategy

2. Analysis Focus:

- a) **Sales Performance** (Revenue Focus) – How much revenue is generated, number of transactions, and trend over time.
- b) **Customer Segmentation** (Who Buys) – Which demographic groups (gender, age, region) contribute most to revenue.
- c) **Product Performance** (What Sells) – Which product categories generate the most revenue and transactions.

3. Analysis and Findings

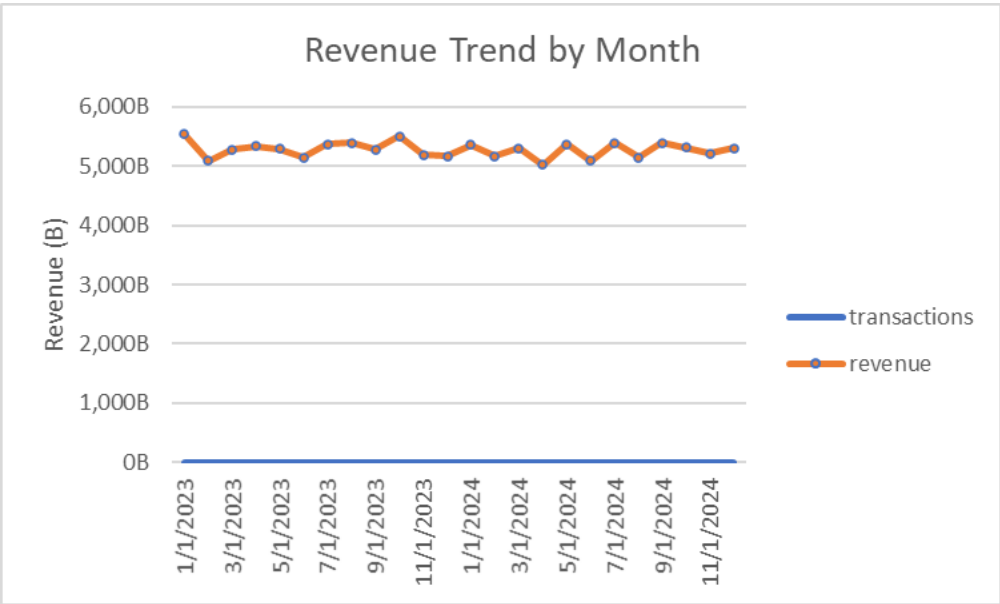
3.1 Sales Performance:

KPIs:

KPIs	Value
Transactions	50,000
Unique Customers	2,000
Total Revenue	126,704B
AVG Transactions Value	2,534,081

UrbanMart generated ~126.7B revenue from 50,000 transactions, driven by only 2,000 unique customers. Each customer averaged 25 transactions and contributed ~63.35M in revenue, indicating a small but highly valuable and loyal customer base. The high average transaction value (~2.53M) suggests UrbanMart focuses on big-ticket items, but also reveals a risk of revenue concentration and an opportunity to expand growth through new customer acquisition and loyalty strategies. And we still can see the line graph how the transaction is going over time below.

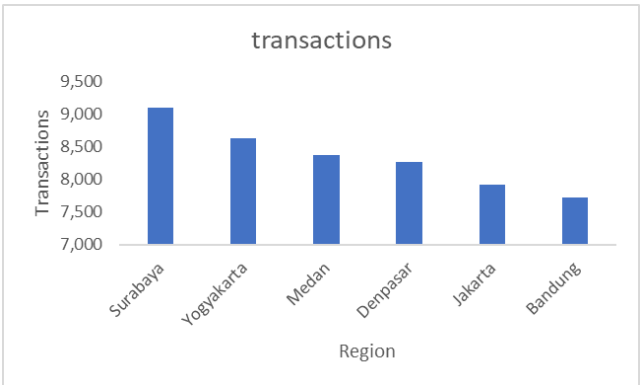
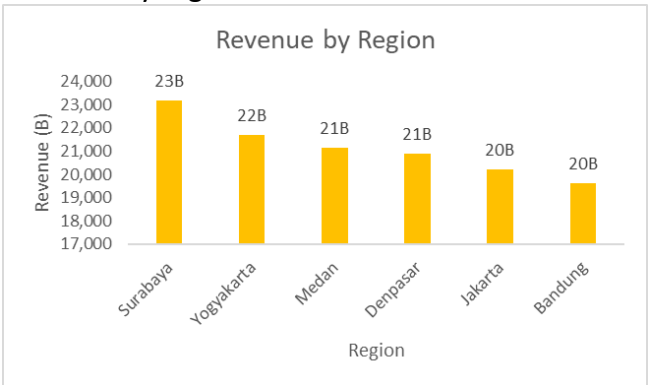
Revenue trend over time:



- Revenue remains steady at 5.4B throughout the year, supported by consistent transaction volumes of 2,000.
- Since both revenue and transactions are stable, variations in average order value appear minimal.
- This underscores the importance of maintaining consistent pricing strategies, product offerings, and customer engagement to sustain revenue stability year-round.

3.2. Customer Segmentation:

Revenue by region:



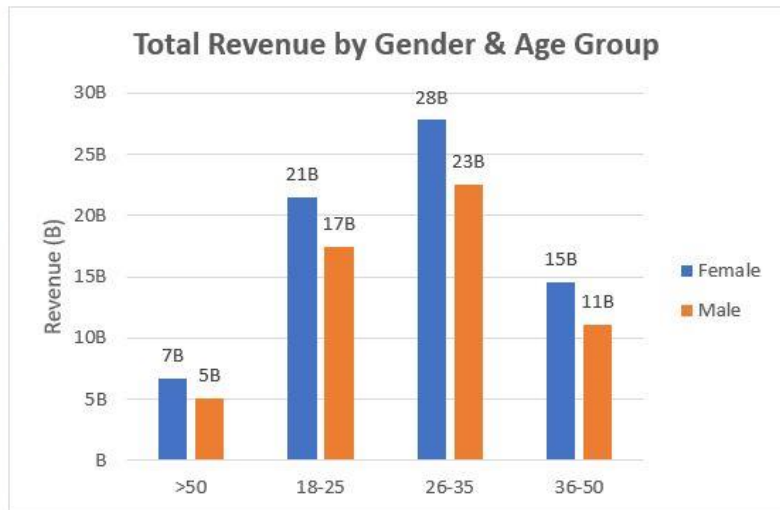
Regions like Surabaya and Yogyakarta are not just generating high revenue but also have high transaction volumes, suggesting both popularity and spending power.

Revenue by gender × age group:

Revenue by Gender & Age Group

Total Revenue	Gender	
Age	Female	Male
>50	7B	5B
18-25	21B	17B
26-35	28B	23B
36-50	15B	11B

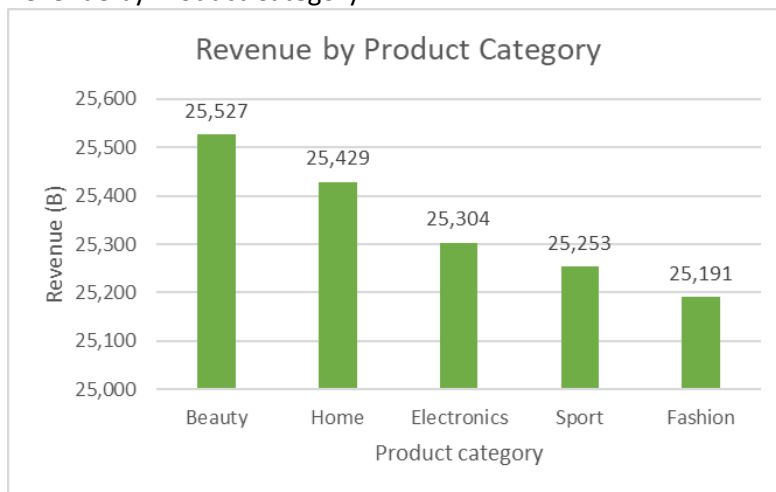
customer_age
>50
18-25
26-35
36-50



- Females spend more overall (71B vs 56B) due to higher transaction volume, not necessarily bigger baskets.
- Age 26–35 dominates spending for both genders. Females in this group are the top spenders at 28B.
- Young adults (18–25) are the second-highest group for both genders, contributing significantly (21B for females, 17B for males).
- Older groups (>50) contribute the least, suggesting lower adoption or lower purchasing power.
- Spending pattern is consistent across genders: 26–35 > 18–25 > 36–50 > >50, but females outperform males in every group.

3.3. Product Performance:

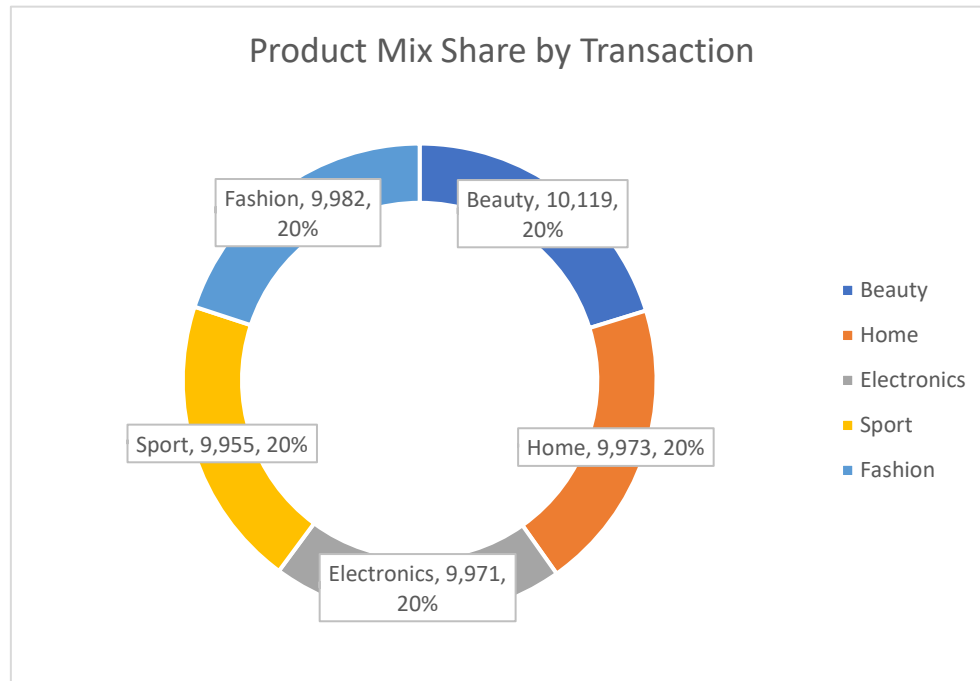
Revenue by Product Category:



- Beauty and Home lead slightly with revenues of 25.5B and 25.4B.

- Fashion is the lowest at 25.1B, but the gap between highest and lowest is relatively small (~1.5%).
This indicates all product categories perform at a similar level in revenue terms, with no clear "winner-take-all."

Transaction share per category:



Transactions are well balanced across all segments ~20%, with Beauty leading at 10,119 and Sport lowest at 9,955. The gap is only 1.64 %, showing strong and evenly distributed customer demand.

4. Conclusion & Insights

UrbanMart's e-commerce performance reveals both strengths and opportunities for growth.

Key Insights & Business Takeaways

1. Revenue Stability with High-Value Customers

- UrbanMart generated ~126.7B revenue from 50,000 transactions, driven by only 2,000 loyal customers.
- Each customer averaged 25 transactions, contributing ~63.35M in revenue.
- **Takeaway:** Focus on customer acquisition and retention to reduce dependency on a small group.

2. Demographic Leaders in Spending

- Females contributed more revenue (71B vs 56B males), particularly ages 26–35 (28B).
- Young adults (18–25) are the second-largest group, signaling long-term potential.
- **Takeaway:** Target campaigns and personalized promotions for female millennials and young adults, while exploring strategies to engage older age groups.

3. Regional Hotspots for Growth

- Surabaya and Yogyakarta show high revenue and transaction volumes.
- **Takeaway:** Invest in marketing, logistics, and promotions in these high-performing regions.

4. Balanced Product Mix Reduces Risk

- All product categories perform similarly (~25B revenue each), with Beauty and Home slightly ahead.
- **Takeaway:** Leverage this balanced mix to experiment with cross-selling, bundles, and category-specific campaigns.

Overall Business Narrative

UrbanMart is a stable yet concentrated e-commerce platform: strong revenue driven by a small, loyal customer base, with clear demographic and regional segments leading sales. The even product distribution provides resilience and flexibility. To sustain growth, UrbanMart should **expand its customer base, deepen engagement with high-spending segments, and capitalize on regional strengths**, while leveraging the balanced product portfolio to explore new opportunities.