Successfully Completed Ecommerce Project

I am thrilled to share the successful completion of my latest project with an esteemed Ecommerce, revolutionizing the online sales strategies.

Project Scope:

I embarked on a journey to uncover valuable insights from a vast pool of raw data with actionable intelligence to enhance their sales performance and drive business growth.

Key Objectives Achieved:

Identified key buyer segments to target with precision, optimizing marketing efforts and maximizing ROI.

Delivered comprehensive sales counts for categories and sub-categories, providing granular visibility into product performance.

Delivered detailed reports on product category profits, enabling strategic decision-making and effective margin management.

Presented yearly insightful reports on orders, products, regions, and years, offering valuable performance insights for strategic planning.

Approach:

Harnessing advanced data analytics techniques, I meticulously processed the raw data through a systematic approach encompassing data collection, inspection, cleaning, transformation, and visualization. Leveraging cutting-edge methodologies such as normalization, feature engineering, and data integration, we transformed raw data into actionable insights.

Deliverables:

Through an iterative process of data validation and documentation, I ensured the integrity and quality of the final deliverables. The comprehensive documentation of our methodology and findings ensures transparency and reproducibility.

Client Satisfaction:

By unlocking the potential hidden within the data, I have empowered to make informed decisions and drive business success.

Moving Forward:

As we celebrate this achievement, we remain committed to pushing the boundaries of data analytics and delivering value to our clients. Stay tuned for more exciting updates and innovative projects ahead!

Best regards,

Uzair Ahmed
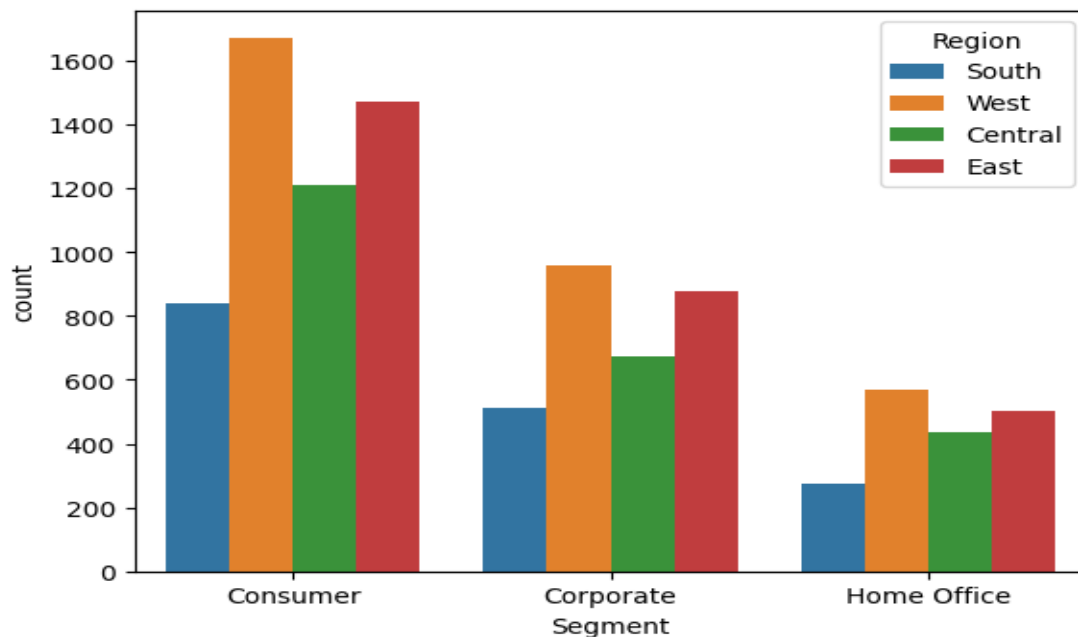Data & Business Analyst
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Research Questions

1. Identify the increase in the orders year wise?
2. Check the sales for category and sub category wise to understand the profit
3. Check region wise sales as well as categories which are higher is sales and profits
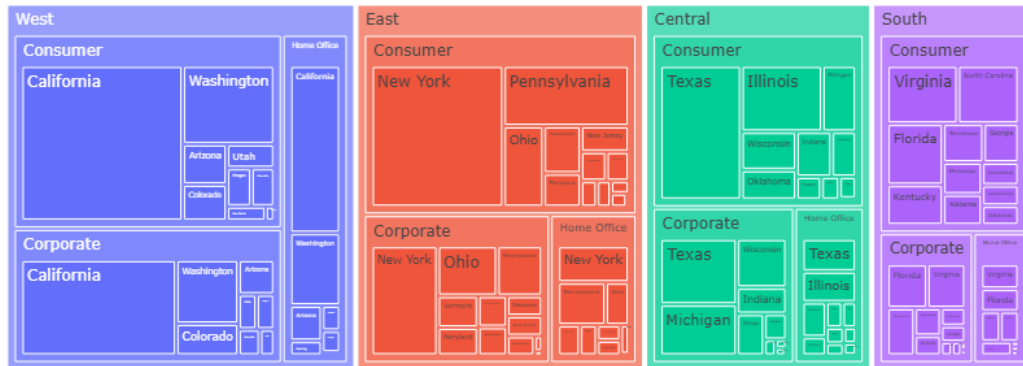
Hypothesis

1. Found more orders from category wise having less and high profit/loss
2. See the online business is growing in terms of sales yearly
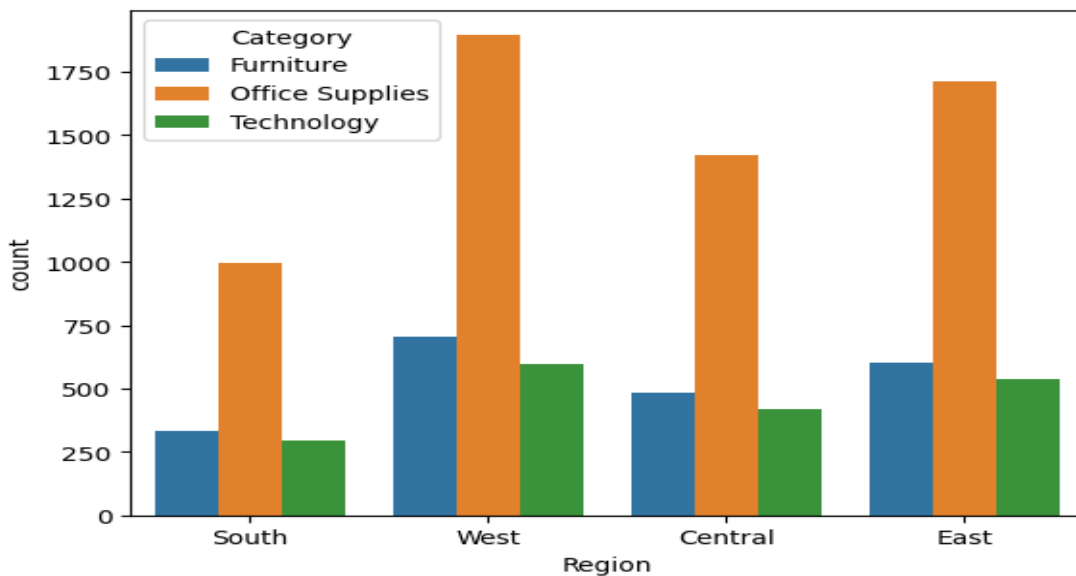3. States are having more demand in purchasing online

Analysis and Findings

Bar graph shows the sales of segments which has ordered from different regions. Consumer has high percentage of buying in west region, whereas Home office has observed lowest buyers in the overall regions especially south.
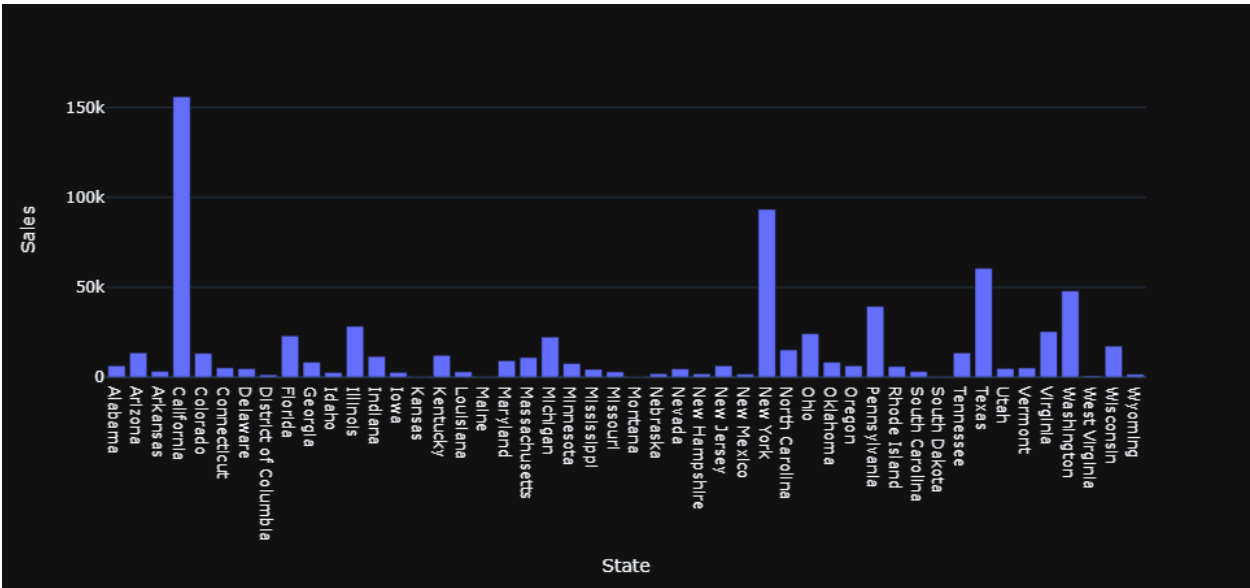
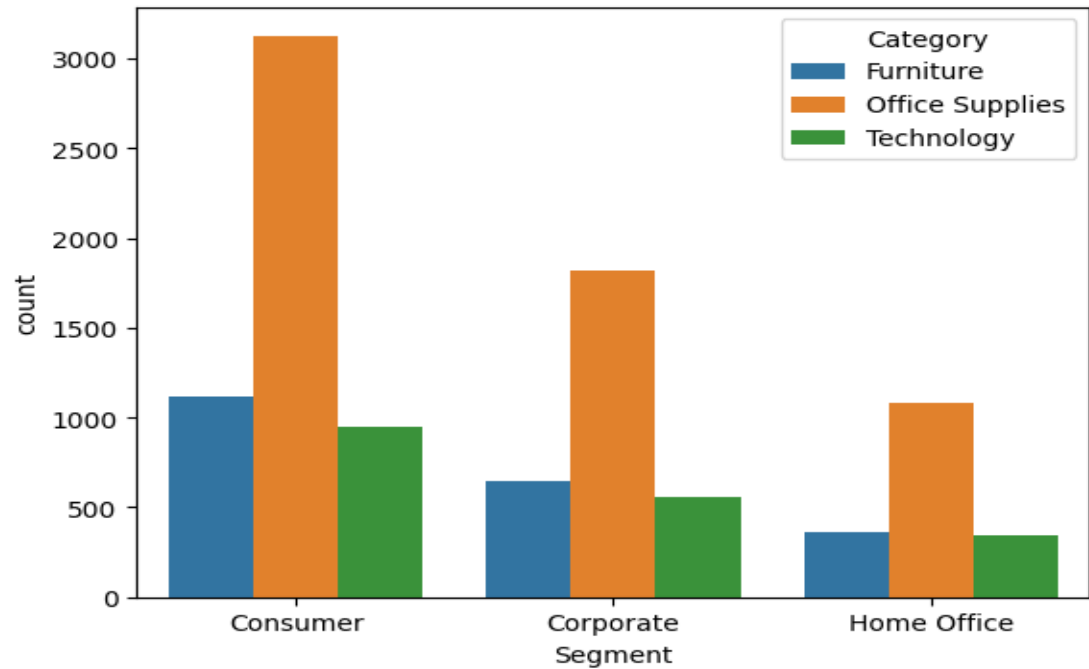Tree Map shows the Regions, Segments and States with the sales numers.

Now let us have a look on the regions buying categories online, it will show the interest and demand in the products region wise to maintain the stock accordingly.
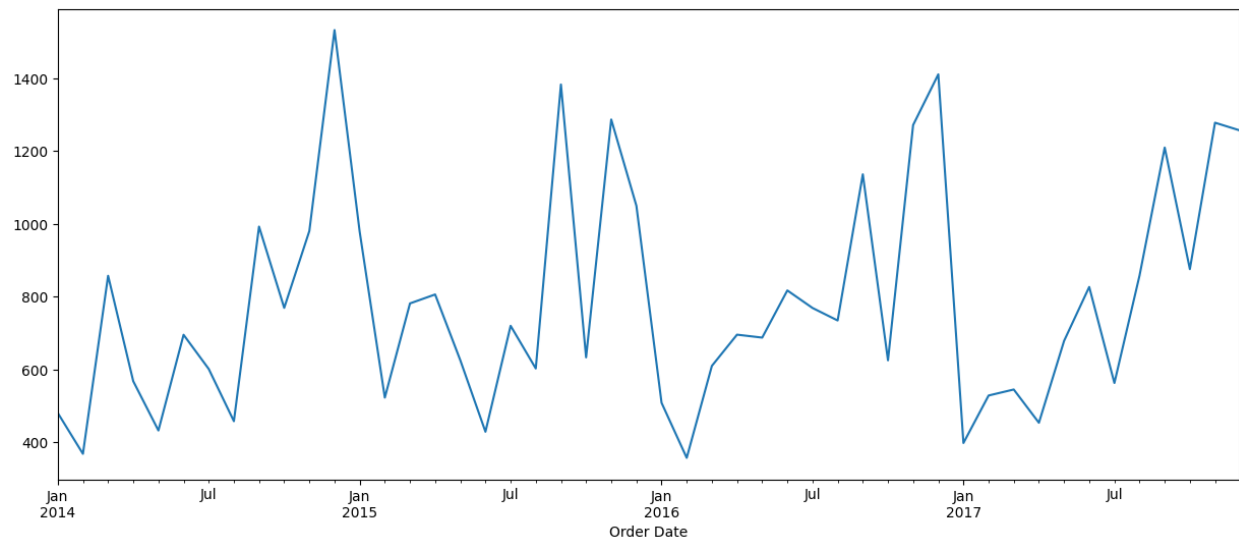
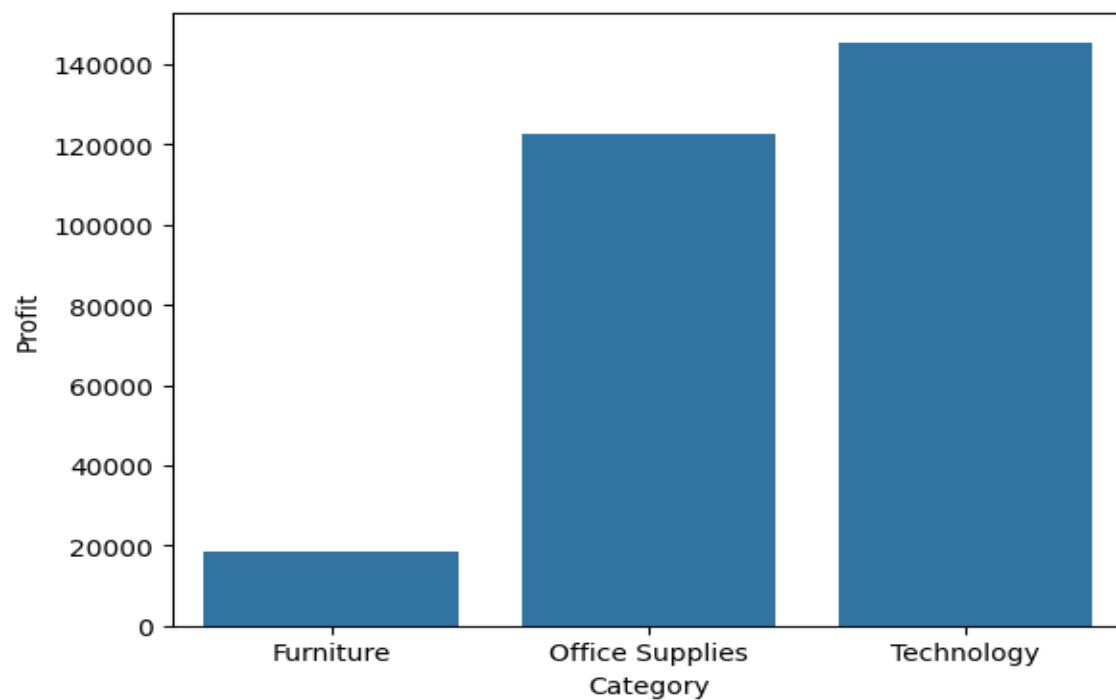Furthermore look at below chart which reflects State has good online sales

Below chart shows segments buying which category product online. Office supplies is high in demand in consumer segment and less in home office segment.

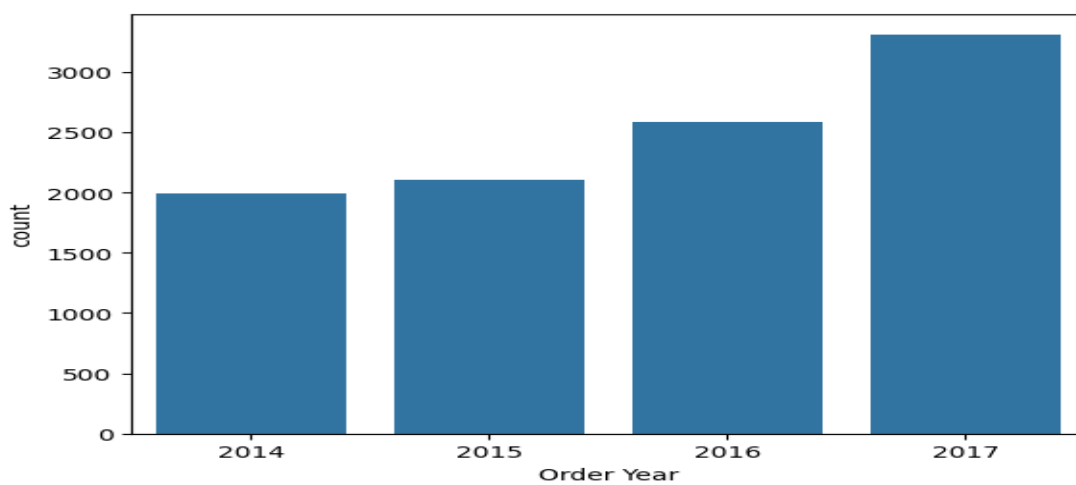Below chart shows how the sales performing month wise

In the below graph we can observe the profit category wise, so we can have idea on which product profit has high and how to increase the sale of those categories to bring the growth in business.
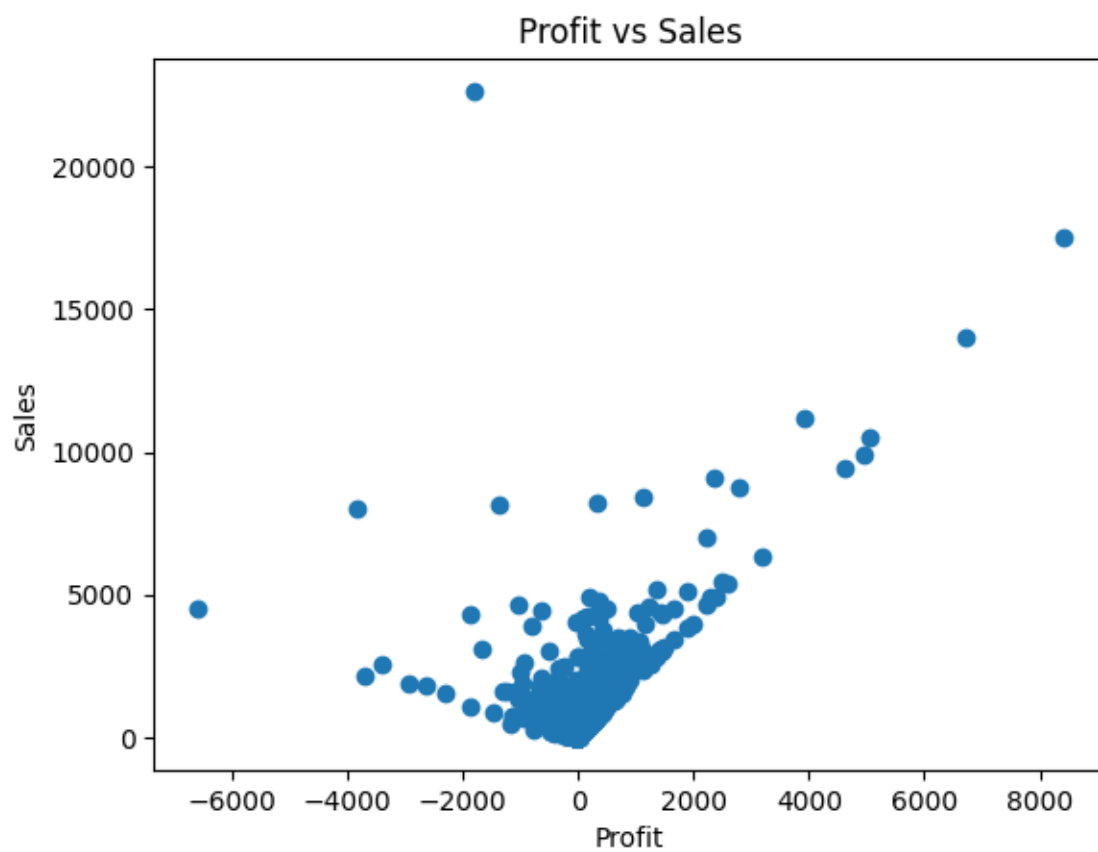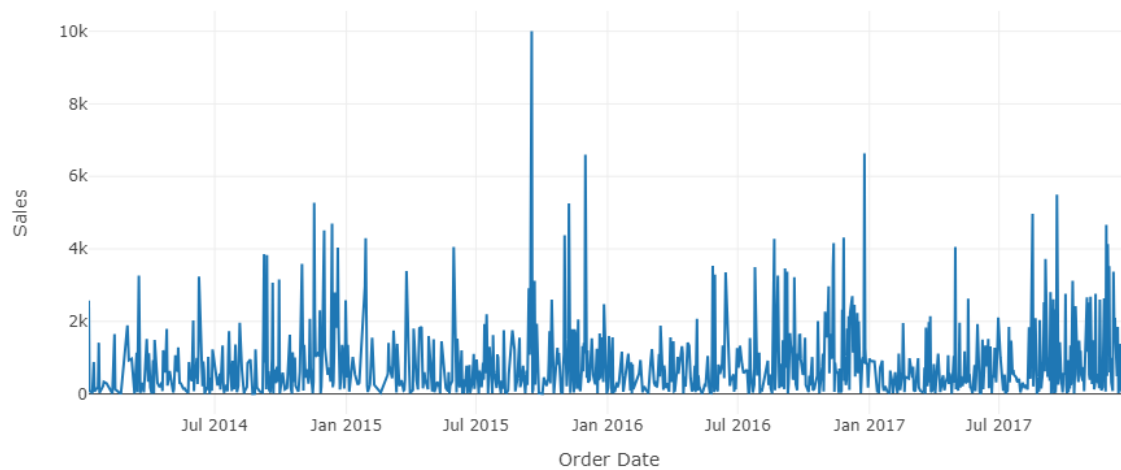
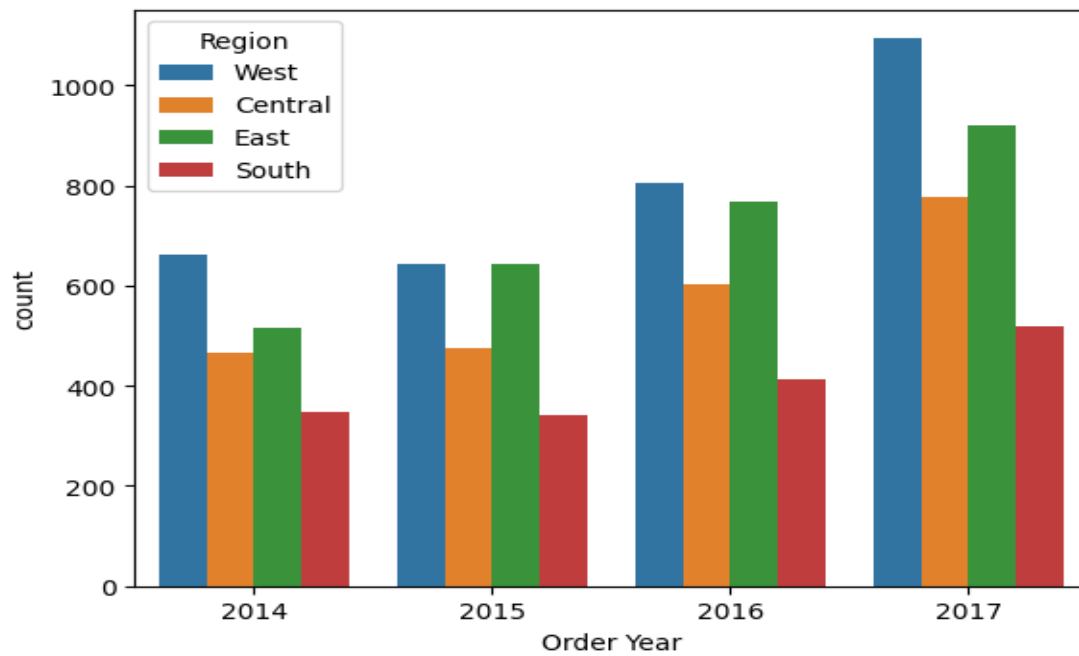Check the over sales along with the profit to identify the progress.

2017 year has the highest in number of online orders which is 3312 and observe the demand of ecommerce business has increase as compared to 2014 where it has only 1993 orders.
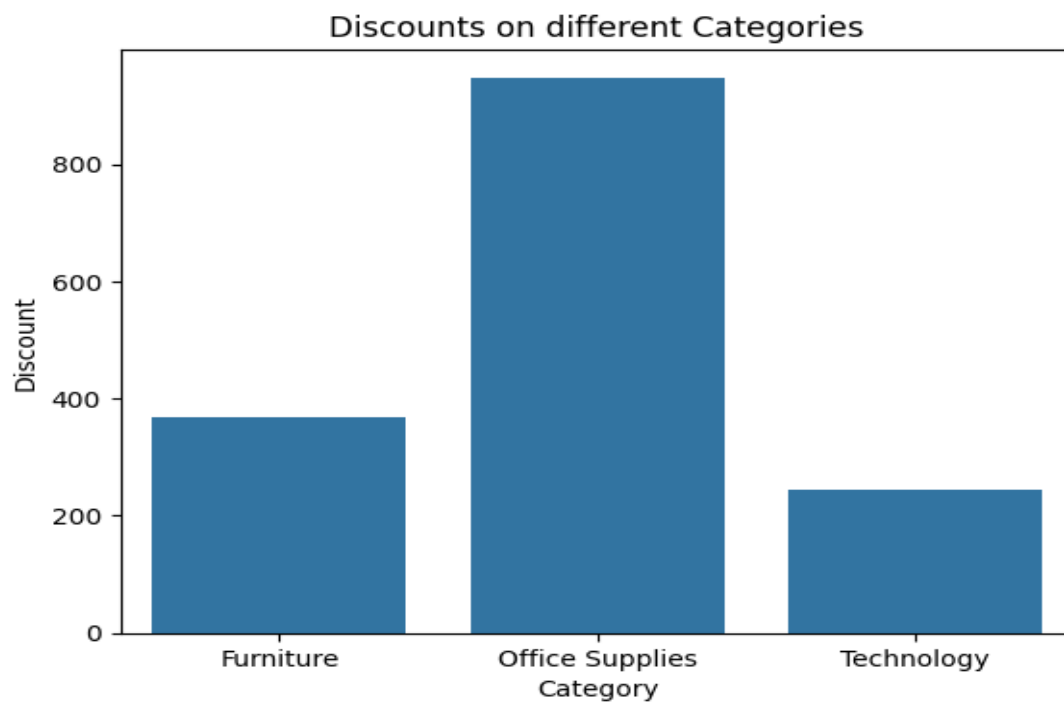
Profit vs Sales

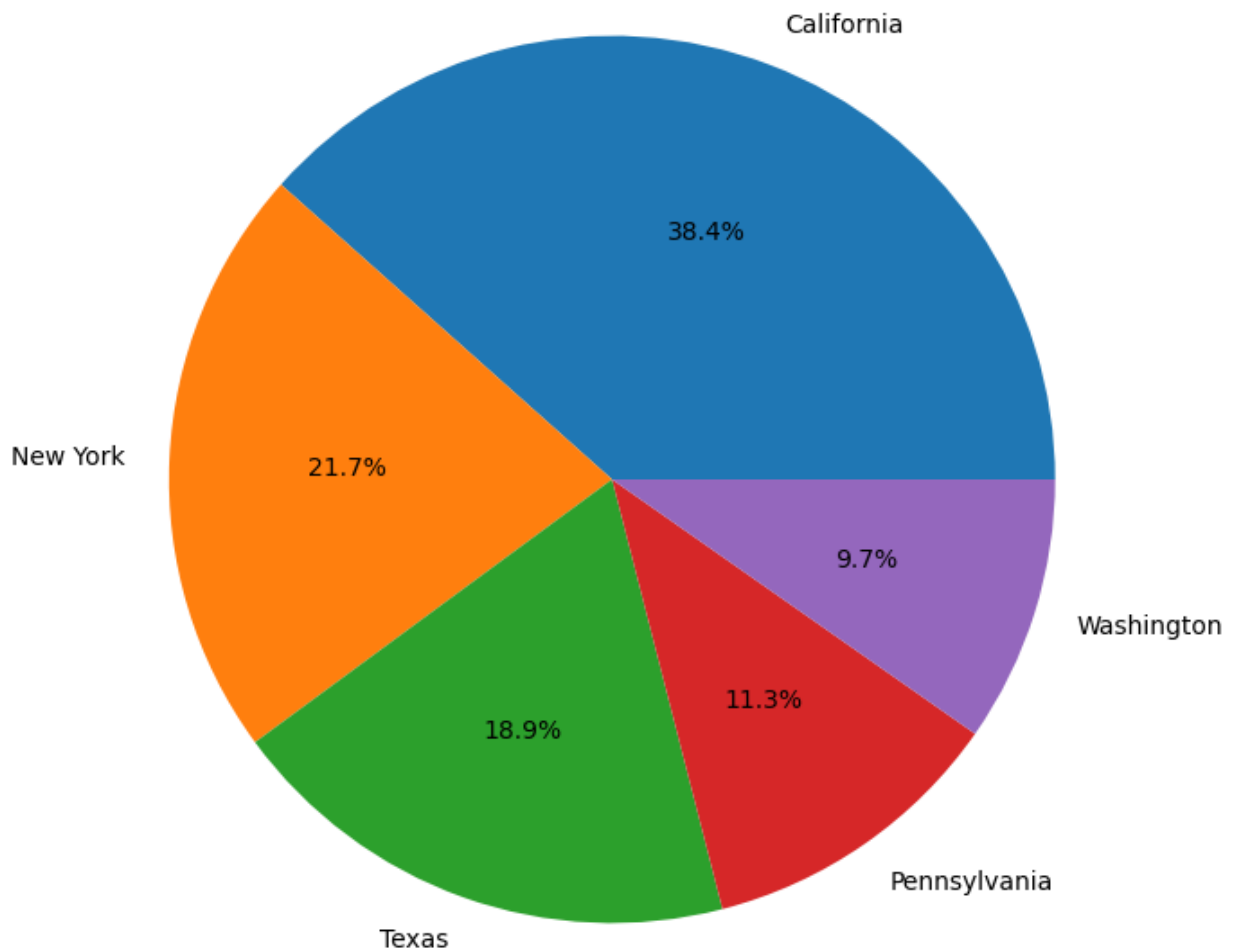Order year status region wise for in-depth understandings

In below graph, it shows how much discounts has been giving to clients category wise
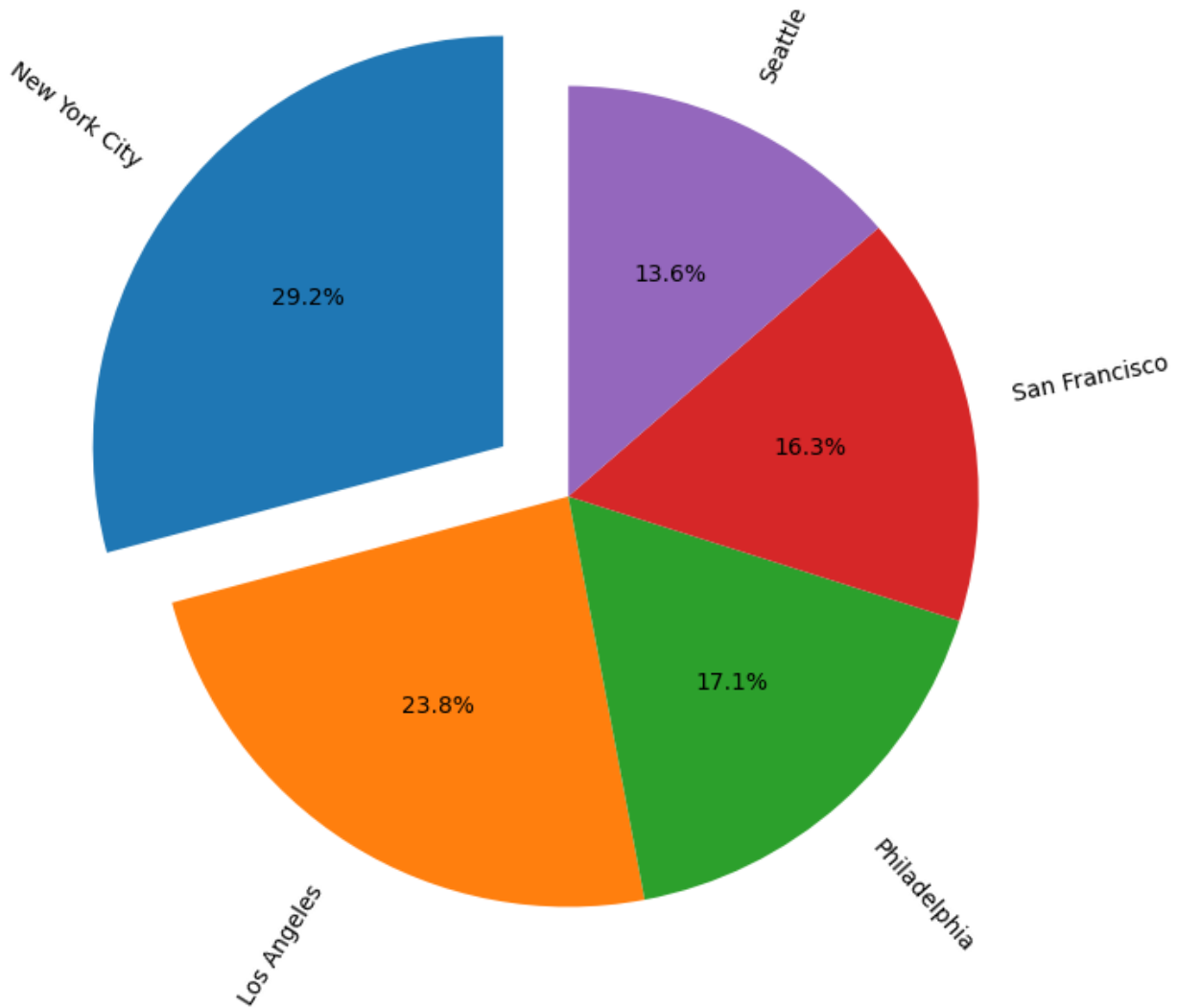
State wise maximum sales show performance and demand in online orders, top 5 states top of it California 2001 orders, New York 1128, Texas 985, Pennsylvania 587 and Washington 506.

Top 5 States with High Sales

City wise max sales in online orders to focus more on it, top 5 cities top of it New York City 915 orders, Los Angeles 747, Philadelphia 537, San Francisco 510 and Seattle 428.

Top 5 Cities with High Sales

Suggestions

1. Found the regions where buying online orders are highest but still some of the products are not having good orders which gives space to work on it.
2. There are some regions who are buying but in lowest amount so proper marketing and promotional activities required to maximize the sales.
3. Ecommerce is a good market to invest as there is a demand noticed in the online buying every year which shows strength in the market.
4. As narrowing down on the sub categories to see which is highest selling item with high profits where people are taking interest in buying is Technology.
5. With the facts and figures it is also observed what are the States and Cities are good to work on Ecommerce industry with the category wise.