

E-COMMERCE ORDER ANALYSIS SYSTEM

¹P.Srinu,²K.Vinay,³B.Raman babu,⁴G.Preetham reddy,⁵K.Bhoomika

¹Assistant Professor, ²³⁴⁵Students

Department of CSE(Data Science)

Siddhartha institute of technology & sciences,narapally

srinu.p@siddhartha.co.in , 23TQ1A6717@siddhartha.co.in,

23TQ1A6764@siddhartha.co.in, 22TQ1A6707@siddhartha.co.in

ABSTRACT

The rapid growth of online shopping platforms has generated a massive amount of transactional data that can be used to understand customer behavior, product performance, and business trends. Analyzing this data helps organizations make informed decisions, optimize inventory management, and improve customer satisfaction. Traditional methods of analyzing sales data mainly rely on manual reports and basic statistics, which often fail to provide deep insights into purchasing patterns and revenue trends. This project presents an E-Commerce Order Analysis System developed using Python and data visualization techniques. The system analyzes historical order data to identify sales patterns, customer purchasing behavior, and product performance. By applying data processing and analytical techniques, the system generates meaningful insights through interactive visualizations and statistical summaries. The proposed system processes order datasets containing information such as order ID, product category, product name, quantity, price, customer ID, and order date. Using Python libraries such as Pandas, Matplotlib, and Seaborn, the system performs data preprocessing, statistical analysis, and visualization. Various charts and graphs such as revenue trends, category sales distribution, customer analysis, and product performance metrics are generated to help businesses understand their sales performance. The project demonstrates how data analytics techniques can transform raw order data into meaningful business insights. The developed system provides a scalable and efficient solution for analyzing e-commerce sales data and supports data-driven decision making for business growth.

1 INTRODUCTION

The rapid expansion of e-commerce platforms has transformed the way businesses sell products and interact with customers. Online shopping generates a large volume of transactional data that contains valuable information about customer behavior, product demand, and sales performance. Analyzing this data helps businesses understand purchasing trends, optimize inventory management, and improve marketing strategies. The E-Commerce Order Analysis System aims to analyze order data using Python and data visualization techniques. The system processes historical sales data and generates visual insights that help businesses understand sales trends, product performance, and customer purchasing patterns. By using Python libraries such as Pandas, Matplotlib, Seaborn, and Streamlit, the system

performs data preprocessing, statistical analysis, and visualization of e-commerce data. The dashboard provides interactive charts that allow users to explore sales trends and customer insights. This project demonstrates how data analytics can be used to convert raw transactional data into valuable business intelligence. The insights generated from the analysis can help organizations improve decision making and increase operational efficiency.

II LITERATURE SURVEY

The rapid growth of online retail platforms has resulted in the generation of a large amount of transactional data. E-commerce companies collect data related to orders, products, customers, payments, and delivery operations. Analyzing this data is essential for understanding business performance, customer preferences, and product demand. Traditional sales analysis methods relied mainly on manual reports and spreadsheet-based calculations. However, these methods are inefficient when dealing with large-scale datasets generated by modern e-commerce platforms. ¹² With the advancement of data analytics and visualization technologies, researchers and organizations have started using intelligent systems to analyze e-commerce order data. Data analytics techniques help in identifying hidden patterns in sales data, predicting future demand, and improving business decision making. Tools such as Python, R, and various business intelligence platforms are widely used to process and analyze large datasets efficiently.

1. A Study on Traditional Sales Data Analysis Systems: Early e-commerce data analysis systems mainly relied on manual data processing and basic statistical techniques. Businesses used spreadsheets and simple reporting tools to analyze sales records and generate reports. These systems helped in understanding basic sales statistics such as total revenue, number of orders, and product sales performance.

2. Study on Data Analytics and Visualization Techniques for E-Commerce : Recent studies highlight the importance of data analytics in improving business intelligence for e-commerce platforms. Modern analytics systems use programming languages such as Python and libraries such as Pandas, NumPy, Matplotlib, and Seaborn to process large datasets and generate analytical insights. These systems perform tasks such as data preprocessing, statistical analysis, and visualization of sales data. Data preprocessing involves cleaning the dataset, handling missing values, and preparing the data for analysis. Once the data is processed, statistical techniques are used to calculate key performance indicators such as revenue trends, product demand, and customer purchasing pattern.

III SYSTEM ANALYSIS

The system analysis for the E-Commerce Order Analysis System involves studying the current order processing methods, identifying the requirements of the users, and understanding how data flows within the system. It focuses on analyzing how orders are received, processed, tracked, and delivered, as well as how reports on sales, inventory, and customer behavior are generated. The goal is to identify inefficiencies, potential improvements, and necessary features to ensure the system is accurate, efficient, and user-friendly. This analysis forms the foundation for designing a robust system that meets the business needs and enhances decision-making.

Existing system

In the existing system of e-commerce order management, most processes are either manual or semi-automated. Orders are often recorded by staff through spreadsheets or basic software, which can lead to errors, delays, and difficulty in tracking real-time order status. Generating reports on sales, inventory, and customer behavior is time-consuming and often inaccurate due to scattered data. Communication between departments like sales, warehouse, and delivery is not fully integrated, resulting in delays in order processing and shipment. Overall, the existing system lacks efficiency, accuracy, and scalability to handle a growing number of orders and customer demands.

Disadvantages of existing system

- Manual or semi-automated processes lead to **human errors** in order recording and processing.
- **Delayed order tracking** due to lack of real-time updates.
- **Inefficient report generation**, making it hard to analyze sales, inventory, and customer data accurately.
- Poor **communication between departments**, causing delays in processing and shipping orders.
- **Data redundancy and inconsistency** due to scattered information across multiple files or systems.

Proposed system

- The proposed E-Commerce Order Analysis System is designed to automate and streamline the entire order management process. It will provide real-time tracking of orders from placement to delivery, reducing errors and delays. The system will integrate all departments, including sales, inventory, and delivery, ensuring smooth communication and faster processing. Automated report generation will allow accurate analysis of sales, stock levels, and customer behavior, supporting better business decisions. Additionally, the system will be scalable to handle a growing number of orders, improve efficiency, and enhance customer satisfaction by providing timely updates and accurate order information.

Advantages of proposed system

- Automation of processes, reducing manual errors and effort.
- Real-time order tracking for better monitoring and management.
- Efficient communication between sales, inventory, and delivery departments.
- Accurate and quick report generation for sales, inventory, and customer analysis.
- Improved customer satisfaction through timely updates and transparent order status.
- Scalability to handle increasing order volumes effectively.

IV METHODOLOGY

The methodology for the E-Commerce Order Analysis System involves a structured approach to system development. It starts with requirement analysis to understand the needs of users and the business. This is followed by system design, where the architecture, database structure, and user interface are planned. The implementation phase involves coding the system using suitable technologies and integrating modules for order processing, tracking, and reporting. After development, testing is conducted to ensure the system works accurately, efficiently, and without errors. Finally, the system is deployed and maintained, with continuous monitoring for improvements, ensuring it meets business objectives and enhances the overall order management process. The methodology for the E-Commerce Order Analysis System follows a systematic approach to ensure efficiency and accuracy. It begins with **requirement gathering**, where all functional and non-functional requirements are collected from stakeholders. Next is **system analysis**, which examines the current processes to identify gaps and areas for improvement. In the **system design** phase, the database schema, user interface, and workflow diagrams are created to define how the system will operate. The **implementation phase** involves coding and integrating modules for order management, inventory tracking, and report generation. After implementation, **testing and validation** are carried out to detect and fix errors, ensuring reliability. Finally, **deployment and maintenance** ensure the system runs smoothly, with regular updates and improvements to adapt to changing business needs. This methodology ensures a structured, efficient, and user-friendly system.

System Architecture

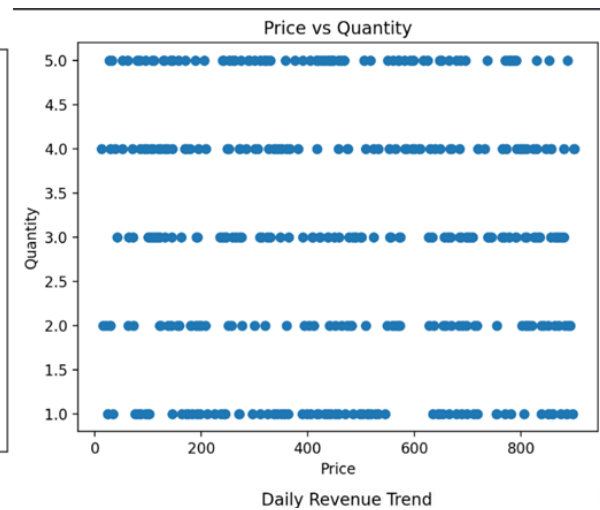
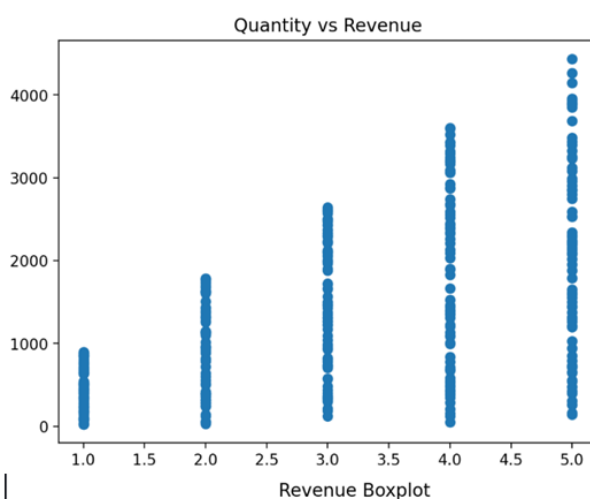
The proposed system is an E-Commerce Order Data Analysis Platform designed to analyze online order data and generate meaningful insights using data analytics and visualization techniques. The system processes historical order datasets to identify sales trends, customer purchasing patterns, and product performance metrics. By applying data processing and visualization methods, the system helps businesses understand their operational performance and make better business decisions.

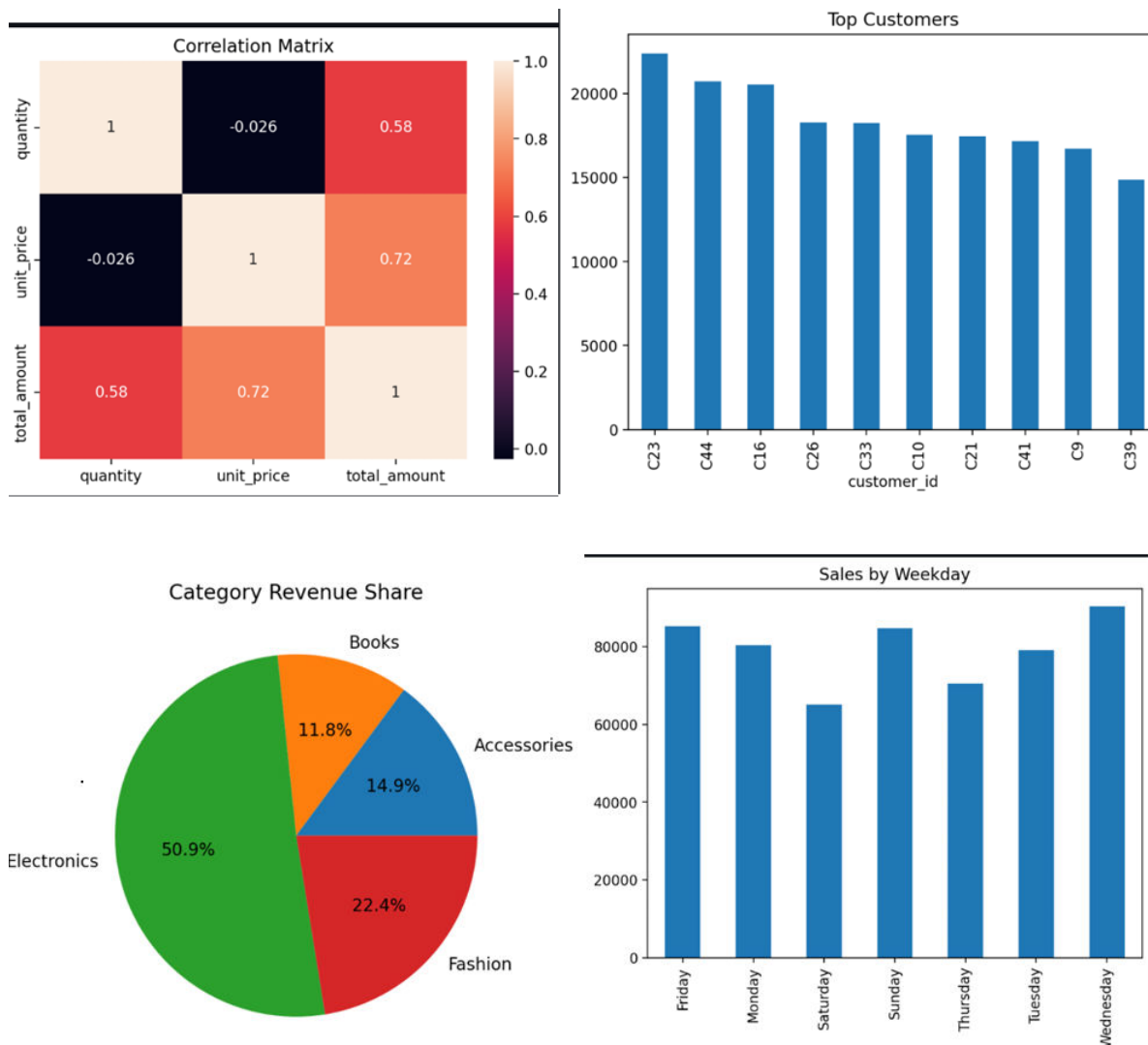
1. **Data Collection and Processing** The system begins by collecting e-commerce order data from a dataset that contains transactional information such as order details, product information, customer identifiers, and order timestamps. The data is stored in a structured format such as CSV files. **Data Analysis Module** The data analysis module processes the cleaned dataset to extract meaningful information about sales performance and customer behavior. Statistical methods are used to calculate important business metrics such as total revenue, order frequency, product sales volume, and customer purchase distribution.

2. **Data Visualization Module** The visualization module generates graphical representations of the analyzed data. Various charts such as bar charts, line charts, pie charts, histograms, scatter plots, and heatmaps are created to represent different aspects of the dataset.



V RESULTS&OUTPUT





VI CONCLUSION

The E-Commerce Order Data Analysis System successfully demonstrates the use of data analytics and visualization techniques for analyzing online order data and extracting meaningful business insights. The system processes historical order datasets and generates various analytical results that help understand sales trends, product performance, and customer purchasing behavior. The developed system uses Python programming language along with powerful data analytics libraries such as Pandas, Matplotlib, and Seaborn to perform data processing, statistical analysis, and visualization. These tools enable efficient handling of large datasets and allow the generation of graphical insights that represent complex data patterns in an understandable format. Through the implementation of this project, multiple visualizations were generated to represent different aspects of e-commerce data. These include revenue trends, product category analysis, customer purchase distribution, and correlation analysis between different variables. These visualizations help identify important business insights such as top-selling products, seasonal sales patterns, and customer purchasing trends. Overall, the E-Commerce Order Analysis System highlights the importance of data-driven decision making in modern businesses. By using

advanced analytics tools and visualization techniques, organizations can gain deeper insights into their sales performance and improve strategic planning for future growth.

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