ABOUT THE COURSE:

COURSE NAME:	ECOMMERCE ANALYST
TOTAL DURATION:	45 Hrs
MODE OF DELIVERY	PHYSICAL CLASSROOM TRAINING AT RESPECTIVE COLLEGES
TRAINER TO STUDENT RATIO:	1:50
TOTAL MARKS:	75

TABLE 1	
OVERALL COURSE OBJECTIVE:	● Develop advanced skills in data analysis techniques and tools relevant to various analytical roles. ● Gain the ability to derive strategic insights from data analysis, enabling informed decision-making across different domains. ● Learn how to effectively communicate analytical findings and recommendations to stakeholders. ● Cultivate a mindset of continuous improvement by evaluating and optimizing analytical processes, methodologies, and tools. ● Foster collaboration and integration between different analytical functions within an organization.
LEARNING OUTCOME:	**At the end of the course, the learners can able to** ● Analyze large datasets to identify trends, patterns, and correlations relevant to business objectives. ● Interpret digital marketing metrics and KPIs to assess campaign performance and ROI. ● Evaluate customer segmentation strategies for effectiveness in targeting and personalization.

			● Assess supply chain performance metrics and key indicators to identify areas for optimization and efficiency improvement. ● Evaluate website and marketing funnel performance metrics to identify barriers to conversion.

TABLE 2: MODULE WISE COURSE CONTENT AND OUTCOME				
SL.NO	MODULE NAME	MODULE CONTENT	MODULE LEARNING OUTCOME	DURATION (HRS)
1	**Introduction to E-commerce Logistics**	Overview of E-commerce Logistics - Evolution and Growth of E-commerce - Fundamentals of E-commerce Supply Chains - Logistics Challenges in E-commerce - Role of Logistics in E-commerce Success.	Upon completion, students will grasp the fundamental principles and practices of e-commerce logistics, enabling effective management and optimization of digital supply chains	5
2	**Supply Chain Management in E-commerce**	E-commerce Supply Chain Overview - Challenges in E-commerce Supply Chain Management - Demand Forecasting and Inventory Management in E-commerce -	Participants will gain comprehensive insights into supply chain management within e-commerce, mastering strategies to streamline operations, optimize logistics, and meet	5

		Supplier Relationship Management in E-commerce - Logistics and Distribution Strategies in E-commerce - Omni-channel and Multi-channel Strategies - E-commerce Returns and Reverse Logistics - Sustainability in E-commerce Supply Chains	customer demands effectively	
3	**Last-Mile Delivery and Fulfilment Strategies**	Last-Mile Delivery Overview - Challenges and Importance of Last-Mile Logistics - Last-Mile Delivery Models and Strategies - Route Optimization and Planning for Last-Mile - Urban Logistics and City Distribution - Customer Experience in Last-Mile	Students will learn advanced last-mile delivery and fulfilment strategies, enabling efficient and cost-effective approaches to meet consumer demands in e-commerce logistics	5

		Delivery - Reverse Logistics in Last-Mile Operations.		
4	**Warehousing and Inventory Management for E-commerce**	E-commerce Warehousing Overview - Role and Importance of Warehousing in E-commerce - Types of E-commerce Warehouses - Warehouse Layout and Design for E-commerce - Inventory Management Strategies for E-commerce - Warehousing Technologies in E-commerce - Order Fulfilment and Picking Strategies.	Upon completion, participants will proficiently manage warehousing and implement optimized inventory strategies tailored for the demands of e-commerce, ensuring efficient operations and customer satisfaction	5
5	**Technology Integration, Innovation, Challenges and Opportunities in E-commerce Logistics**	Role of Technology in E-commerce Logistics – Basics of Data Analytics in E-commerce – Fundamentals of Artificial	Participants will explore the integration of cutting-edge technology, navigate innovation, address challenges, and leverage opportunities	5

		Intelligence in E-commerce – Basics of Blockchain Technology in E-commerce Logistics - IoT (Internet of Things) Applications in E-commerce – Overview of Augmented Reality and Virtual Reality in E-commerce - Challenges and opportunities and Future Directions - Innovations for Sustainable E-commerce Logistics	within the dynamic landscape of e-commerce logistics	
6	**Practical projects and case studies**			20
	Total			45

TABLE 3: OVERALL COURSE LEARNING OUTCOME ASSESSMENT CRITERIA AND USE CASES		
LEARNING OUTCOME	**ASSESSMENT CRITERIA**	**USE CASES**
At the end of the course, the learners can able to ● Apply Comprehensive Knowledge	● Multiple Choice questions ● Projects ● Case studies	**Case Study 1:** In an urban setting, how can an e-commerce company achieve efficient last-mile delivery

in E-commerce Logistics ● Integrate E-commerce Logistics into Business Operations ● Implement Last-Mile Delivery Strategies effectively ● Analyse Warehousing and Inventory Management in E-commerce ● Utilize the Technology for E-commerce Logistics ● Evaluate and resolve the Challenges in E-commerce Logistics		considering traffic congestion, customer preferences, and environmental sustainability? **Case Study 2:** During peak seasons or promotional events, how can an e-commerce company manage sudden surges in orders and maintain service levels without compromising on delivery times or customer satisfaction?

TABLE 4: LIST OF FINAL PROJECTS (5 PROJECTS THAT COMPREHENSIVELY COVER ALL THE LEARNING OUTCOME) TOTAL HOURS - 20	
SL.NO	**FINAL PROJECT**
1	**Purchase Order (PO) Report:** This project helps to create PO detailing items, quantities, prices, and terms made by a buyer to a seller.
2	**Sales Order (SO):** This project helps to create SO includes the confirmation of a customer's purchase, outlining terms and initiating the fulfilment process by the seller.
3	**Packing Slip:** This project helps to create the list of items

	shipped in a package, aiding verification upon delivery and inventory management.
4	**Invoice:** This project deals with the creation of Invoice Document itemizing products or services provided to a customer, including payment terms.
5	**Proof of Delivery (POD):** This project helps the students to verify the successful delivery, typically including recipient's signature and delivery details.