

Sales Overview

2010

2011

January

February

March

April

May

June

July

August

September

October

November

December

Country

All

Description

All

CustomerID

All

InvoiceNo

All

8,911,407.90

Total Revenue

397924

Total Transactions

4339

Unique Customers

Total Revenue by Month

569445.0

447137.4

595500.8

469200.4

678594.6

661213.7

600091.0

645348.9

952838.4

1039318.8

1161817.4

1090906.7

Number of Transactions Per Month

21232

19928

27177

22644

28322

27185

26827

27013

40030

49555

64545

43464

Insight:

November

is our best month for sales, with the highest revenue of **\$1,161,817.4** and **64,545** transactions. On the flip side, **February** is our slowest month, with the lowest revenue of **\$447,137.4** and only **19,928** transactions.

Recommendation:

Since November is such a strong sales month, we should focus on promotions and marketing in the weeks leading up to it. For February, we could boost sales by offering special discounts or deals to attract more customers during that slow period.

Customer Insights

Top 10 customers by Revenue

14646

280206.0

18102

259657.3

17450

194550.8

16446

168472.5

14911

143825.1

12415

124914.5

14156

117379.6

17511

91062.4

16029

81024.8

12346

77183.6

Average order value per customer

12346

77183.6

16446

56157.5

15098

13305.5

15749

4453.4

15195

3861.0

13135

3096.0

17846

2033.1

18087

2027.9

16532

1687.2

16000

1377.1

Insight:

Our top customers are those with IDs **14646**, **18102**, **17450**, **16446**, **14911**, **12415**, **14156**, **17511**, **16029**, and **12346**. Customer **12346** stands out with the highest average order value of **\$77,183.60**.

Recommendation:

We should focus more on these top customers. Offering them loyalty programs, personalized discounts, or early access to new products can keep them coming back and spending more, which will help with customer retention.

Product Performance

Top 5 Most sold products

PAPER CRAFT , LITTLE ...

80995

MEDIUM CERAMIC TO...

77916

WORLD WAR 2 GLIDE...

54415

JUMBO BAG RED RETR...

46181

WHITE HANGING HEA...

36725

Top 5 returned products

-28258

Printing smudges/thrown away

-15644

Unsaleable, destroyed.

-12164

check

-9173

Damaged

-5760

Incorrect stock entry.

-896,812.5

Total Revenue Lost by Returns

Insight:

The product **Paper Craft Little Birdie** is our top seller, with 80,995 units sold. However, I couldn't identify the most returned product because the data mixes products with reasons for return. I was able to find out that the returns have led to a revenue loss of **\$896,812.50**.

Recommendation:

We should promote our best-selling products, like Paper Craft Little Birdie, and make sure they're always in stock. For the products with the most returns, it's important to find out why customers are returning them—it could be a quality or shipping issue. Also, we need to organize our data better, separating products from return reasons, so we can easily track returns in the future.

Geographical Analysis

Revenue By Country

Revenue 0.04M

7.31M

United Kingdom

7308391.6

Netherlands

285446.3

EIRE

265545.9

Germany

228867.1

France

209024.0

Australia

138521.3

Spain

61577.1

Switzerland

56443.9

Belgium

41196.3

Sweden

38378.3

Number of Transactions Per Country

Country

Revenue

Transactions

USA

3,580.39

179

Unspecified

2,667.07

244

United Kingdom

7,308,391.55

354345

United Arab Emirates

1,902.28

68

Switzerland

56,443.95

1842

Sweden

38,378.33

451

Spain

61,577.11

2485

Singapore

21,279.29

222

Saudi Arabia

145.92

9

RSA

1,002.31

58

Denmark

23,120.00

1163

Total

8,911,407.90

397924

Insight:

The **UK** is our biggest market, generating **\$7,308,391.6** in revenue, making up most of our sales. When we look at the breakdown by country, we can see other markets are doing okay, but some regions are underperforming.

Recommendation:

Since the UK is our strongest market, we should focus on a marketing strategy that targets UK customers. At the same time, we should look for ways to grow sales in countries where we're not doing as well. This could help us bring in more revenue from other regions.