Online Retail Sales Analysis Dashboard

TATA

First Overview of the Report

Country

All

Date

12/1/2010 — 12/9/2011

CustomerID

All

- Overview
- Revenue
- Quantity
- Additional Analysis
- Key Insights

Total Revenue	**Total Quantity**	**Customers**	**Products**
8.91M	398K	4.34K	3.87K

Revenue by Country(Tree Map)

Netherlands

EIRE

Australia

Swe...

Country	Quantity	Revenue	UnitPrice	Count of CustomerID
United Kingdom	4256740	7,308,391.55	1,050,205.16	354321
Netherlands	200361	285,446.34	6,247.73	2359
EIRE	140275	265,545.90	32,179.28	7236
Germany	119261	228,867.14	33,532.14	9040
France	111471	209,024.05	36,832.04	8341
Australia	83901	138,521.31	3,612.50	1182
Sweden	36083	38,378.33	1,695.79	451
Switzerland	30082	56,443.95	6,389.27	1841
Spain	27940	61,577.11	9,504.34	2484
Japan	26016	37,416.37	657.21	321
Belgium	23237	41,196.34	7,372.85	2031
Norway	19336	36,165.44	5,662.47	1071
Portugal	16122	33,439.89	8,663.04	1462
Finland	10704	22,546.08	3,628.44	685
Channel Islands	9491	20,450.44	3,389.65	748
Denmark	8235	18,955.34	1,195.55	380
Italy	8112	17,483.24	3,576.21	758
Cyprus	6361	13,590.38	3,506.18	614
Singapore	5241	21,279.29	12,949.99	222
Total	**5167812**	**8,911,407.90**	**1,240,000.61**	**397884**

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This Report is based on Revenue Overview

Country
All

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Revenue Overview

Total Revenue
8.91M

Customers
4.34K

Products
3.87K

Revenue by Month(2011)

Month	Revenue
January	0.57M
February	0.45M
March	0.60M
April	0.47M
May	0.68M
June	0.66M
July	0.60M
August	0.65M
September	0.95M
October	1.04M
November	1.16M
December	1.09M
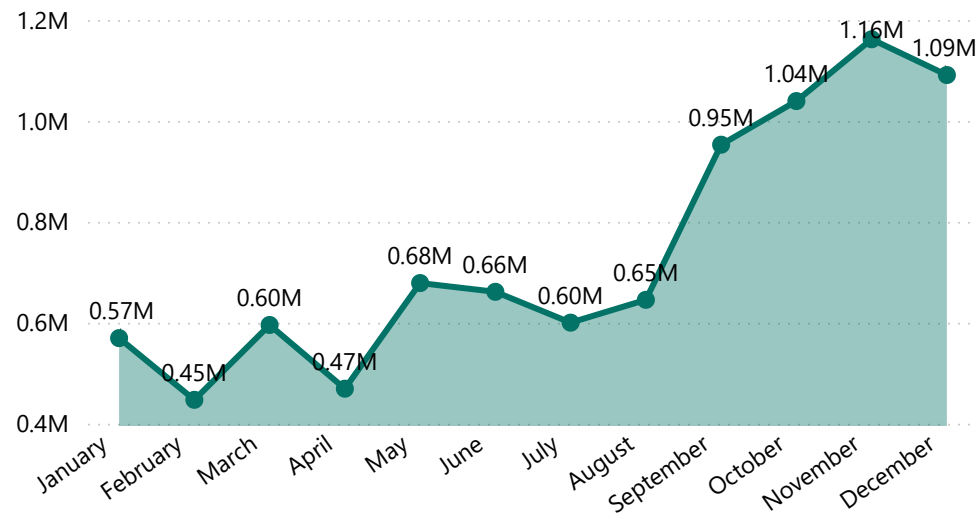
Revenue by Top 10 Country

Country	Revenue
Netherlands	285.45K
EIRE	265.55K
Germany	228.87K
France	209.02K
Australia	138.52K
Spain	61.58K
Switzerland	56.44K
Belgium	41.2K
Sweden	38.38K
Japan	37.42K
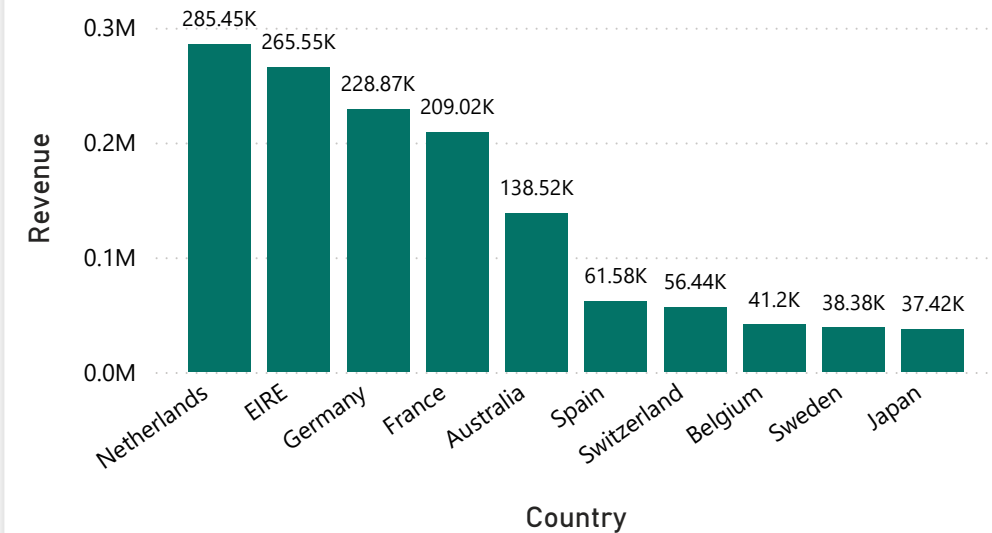
Revenue by Top 10 Customer ID

CustomerID	Revenue
14646	280.21K
18102	259.66K
17450	194.55K
16446	168.47K
14911	143.83K
12415	124.91K
14156	117.38K
17511	91.06K
16029	81.02K
12346	77.18K

Revenue by Country

Canada, Iceland, Finland, Netherlands, NORTH AMERICA, USA, Germany, Denmark, France, Portugal, EIRE, Malta, Spain, Cyprus, ASIA, Japan, Singapore, Brazil, SOUTH AMERICA, RSA, AFRICA, Australia, AUSTRALIA

Atlantic Ocean, Indian Ocean

Microsoft Bing
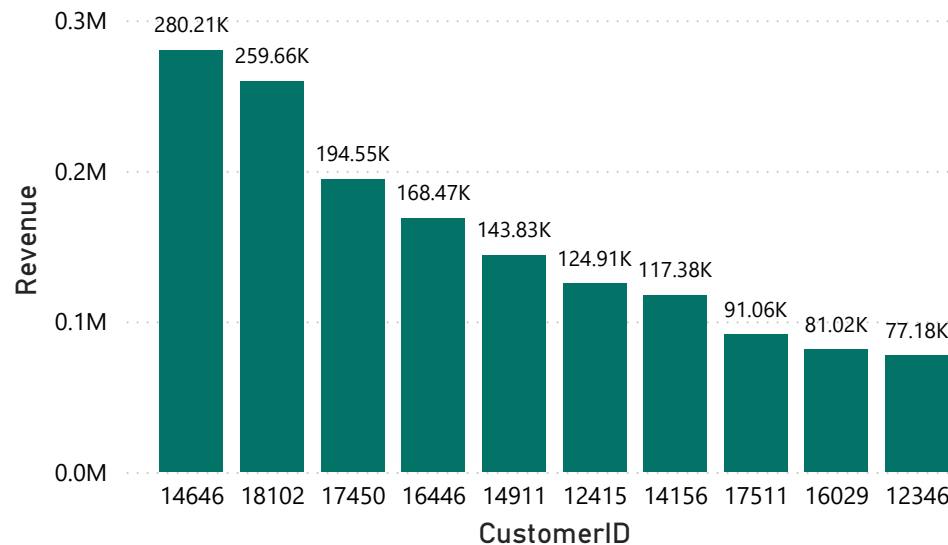
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This Report is based on Quantity Overview

Country
All ▾

Date
12/1/2010 — 12/9/2011

CustomerID
All ▾

- Overview
- Revenue
- Quantity
- Additional Analysis
- Key Insights

Quantity Overview

Total Quantity 🛒 398K

Customers 4.34K

Products 3.87K

Quantity by Month(2011)

- January 0.35M
- February 0.27M
- March 0.35M
- April 0.29M
- May 0.37M
- June 0.36M
- July 0.37M
- August 0.40M
- September 0.54M
- October 0.59M
- November 0.67M
- December 0.60M

Quantity by Top 10 Country

Country	Quantity
Netherlands	200K
EIRE	140K
Germany	119K
France	111K
Australia	84K
Sweden	36K
Switzerland	30K
Spain	28K
Japan	26K
Belgium	23K
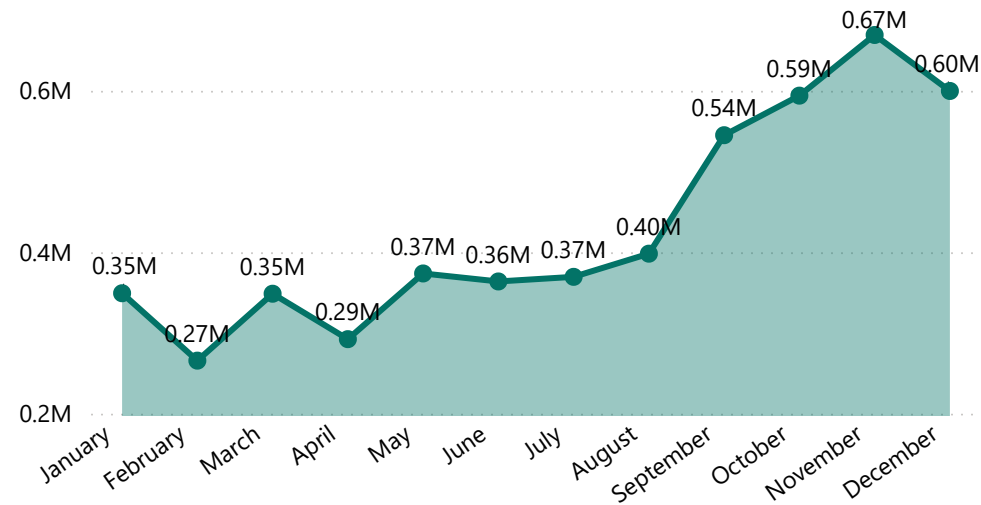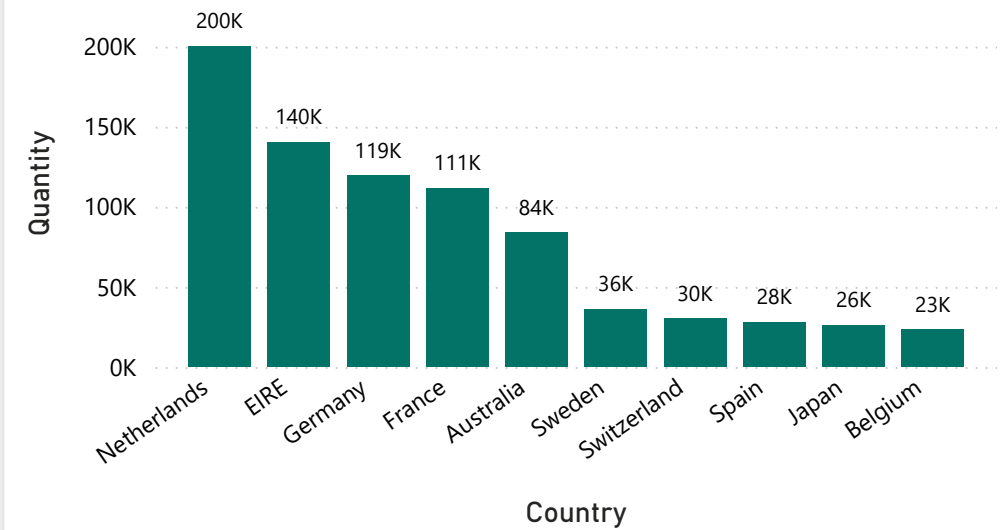
Quantity by Top 10 Customer ID

CustomerID	Quantity
14646	197K
16446	81K
14911	80K
12415	77K
12346	74K
17450	70K
17511	65K
18102	64K
14156	58K
16029	40K

Quantity by Country

Additional Analysis

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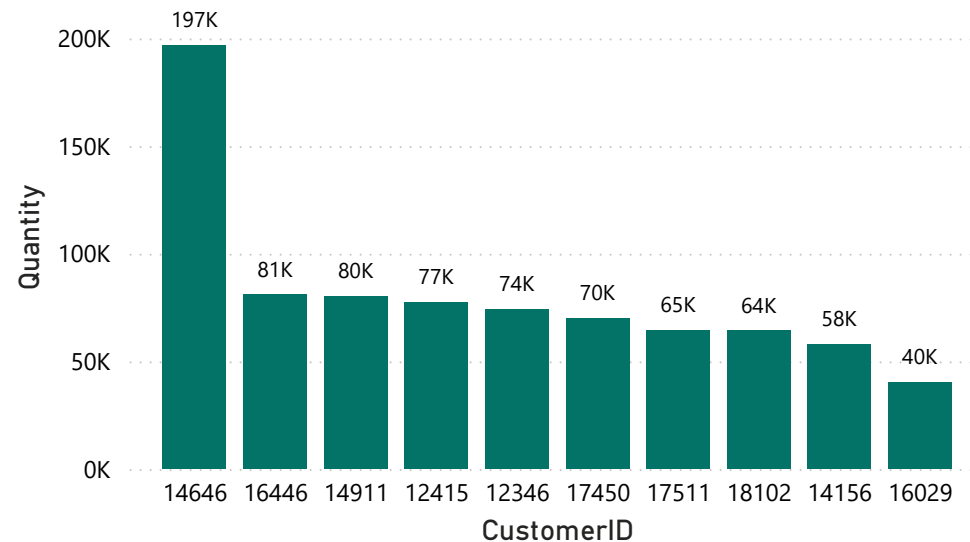
This Report is based for Additional Analysis

Country
All

Date
12/1/2010 | 12/9/2011

CustomerID
All

- Overview
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Total Revenue
8.91M

Total Quantity
398K

Customers
4.34K

Products
3.87K

Revenue & Quantity by Top 10 Country

● Revenue   ● Quantity

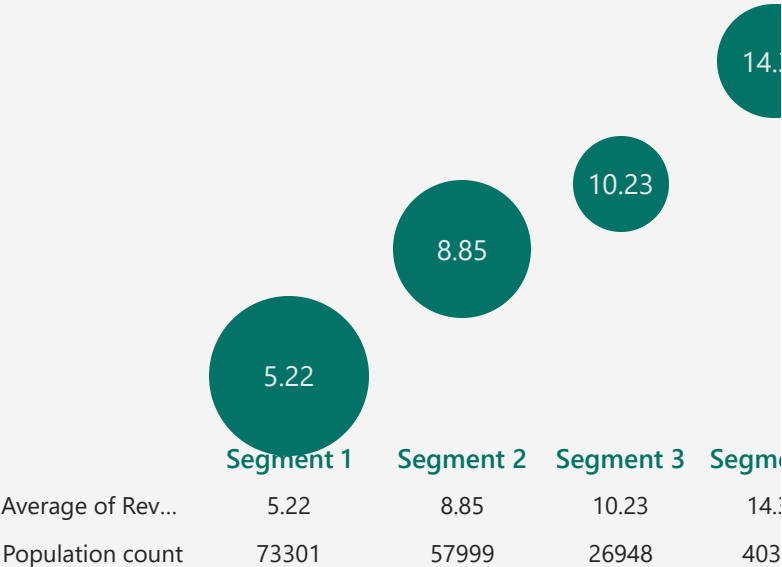| Country	Revenue	Quantity
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Belgium	41.2K	23K
Sweden	38.38K	37K
Japan	37.42K	26K
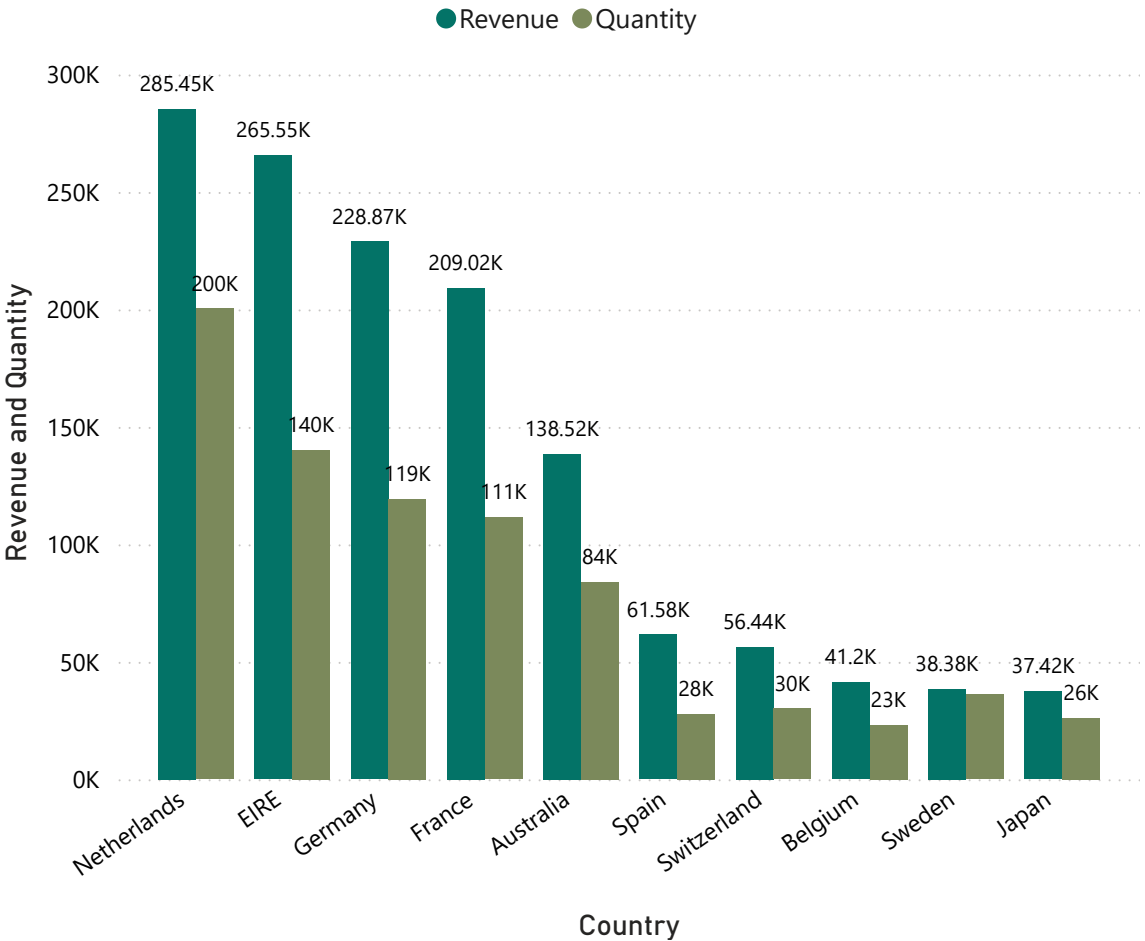
Key Influencers and tog Segments

Key influencers   **Top segments**

When is Revenue more likely to be   Low   ?

We found 4 segments and ranked them by Average...

	Segment 1	Segment 2	Segment 3	Segm...
	5.22	8.85	10.23	14.
Average of Rev...	5.22	8.85	10.23	14.
Population count	73301	57999	26948	403

Key Insights:

1) Revenue Overview:
 • The total revenue generated is $8.91 million, with 398,000 units sold across 3,870 products to 4,340 customers.
 • Revenue trends show significant peaks in September, October, and November, with the highest revenue in November at $1.16 million.
 • The United Kingdom is the largest revenue generator, contributing approximately $7.31 million, followed by the Netherlands and Ireland with $285,446 and $265,546 respectively.

2) Country-wise Revenue Analysis:
 • The top 10 countries contributing to revenue include the United Kingdom, Netherlands, Ireland, Germany, France, Australia, Sweden, Switzerland, Spain, and Japan.
 • The data indicates potential growth opportunities in the Netherlands, Ireland, Germany, and France, with substantial revenue generation from these markets.
 • Countries like Australia and Spain, though contributing less in comparison, also show promising sales figures.

3) Customer Analysis:
 • Analysis of the top 10 customer IDs shows that the highest revenue-generating customer contributed $280,210, while the tenth highest contributed $77,180.
 • This suggests a relatively diverse customer base, reducing the risk of over-reliance on a few high-value customers.
 • The data reflects a stable revenue stream from a wide range of customers, indicating good customer retention and loyalty.

4) Product Analysis:
 • With 3,870 different products sold, there is a broad product portfolio contributing to overall revenue.
 • A diverse range of products helps in mitigating risk and tapping into various customer preferences and needs.

5) Quantity Overview:
 • A total of 398,000 units were sold, with the highest quantity sold in September and October, peaking at 67,000 and 60,000 units respectively.
 • The top 10 countries for quantity sold mirror the top revenue-generating countries, with the United Kingdom leading significantly.

6) Regional Analysis:
 • Europe remains the strongest region for sales, with substantial contributions from multiple European countries.
 • Minimal sales were observed in the American, African, and Asian regions, highlighting potential areas for market expansion and targeted marketing efforts.
 • Strategies to increase market penetration in underperforming regions could further boost overall revenue and quantity sold.

7) Seasonal Trends:
 • There is a noticeable increase in both revenue and quantity sold during the latter months of the year, especially from September to November.
 • This trend suggests a seasonal demand, likely influenced by holiday shopping and promotional events.