



SALES TRENDS ANALYST || Overview

(Sales Trends: Black Friday & Christmas vs. Non-Holiday Periods)

2018

2019

2020

2021

2022

2023

Overview

Total Sales

1.65M

 Gross Sales Latest Year: **286.18K**

 Gross Sales Growth vs. Previous Year **+7.14%**

Quantity Sold

30K

 Qty Latest Year **5K**

 Qty Growth vs. Previous Year **+4.12%**

No. of Orders

10K

 No. of Orders Latest Year **2K**

 No. of Orders Growth vs. Previous Year **+2.44%**

Discount

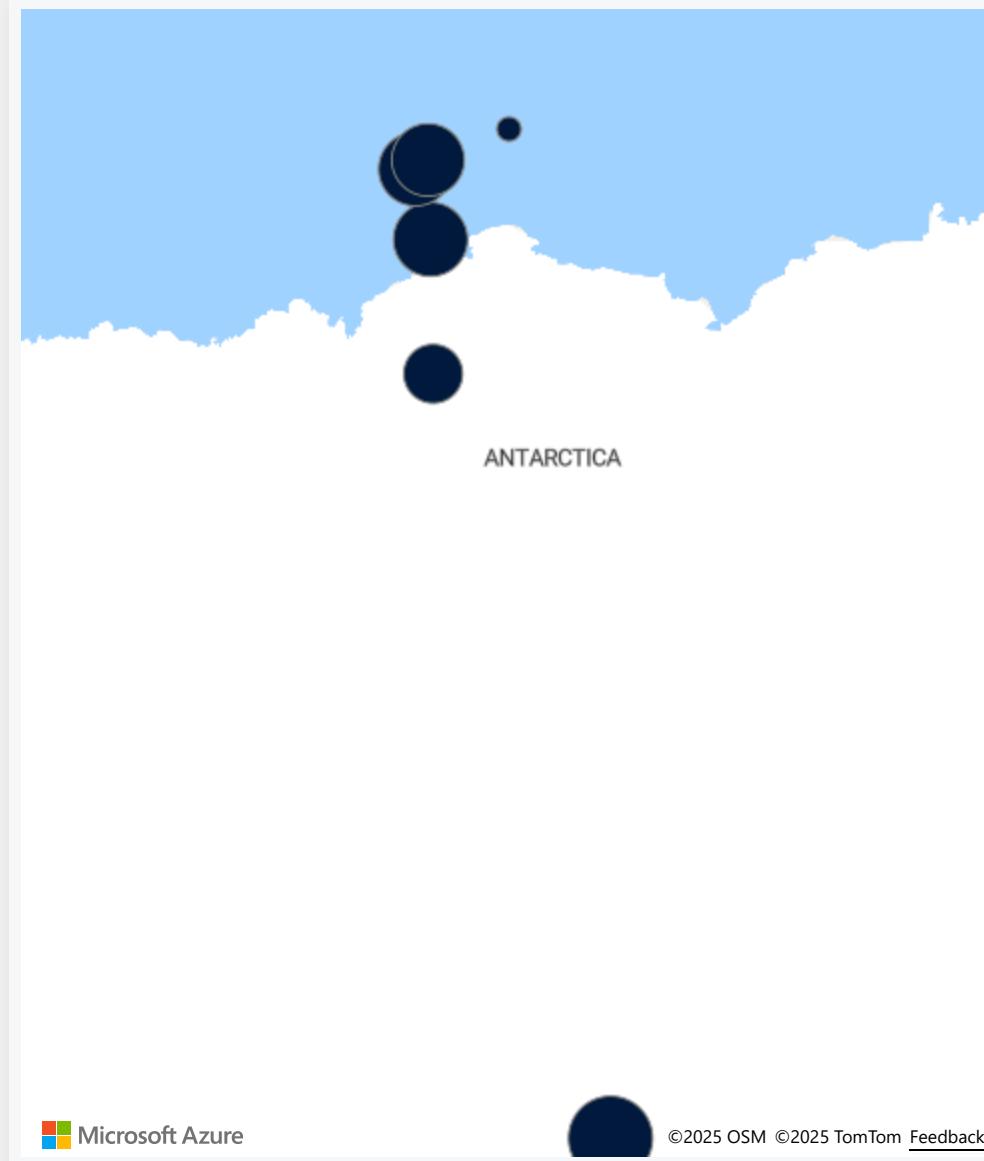
\$69.5K

 Discount Latest Year **12K**

 Discount Growth vs. Previous Year **+5.23%**

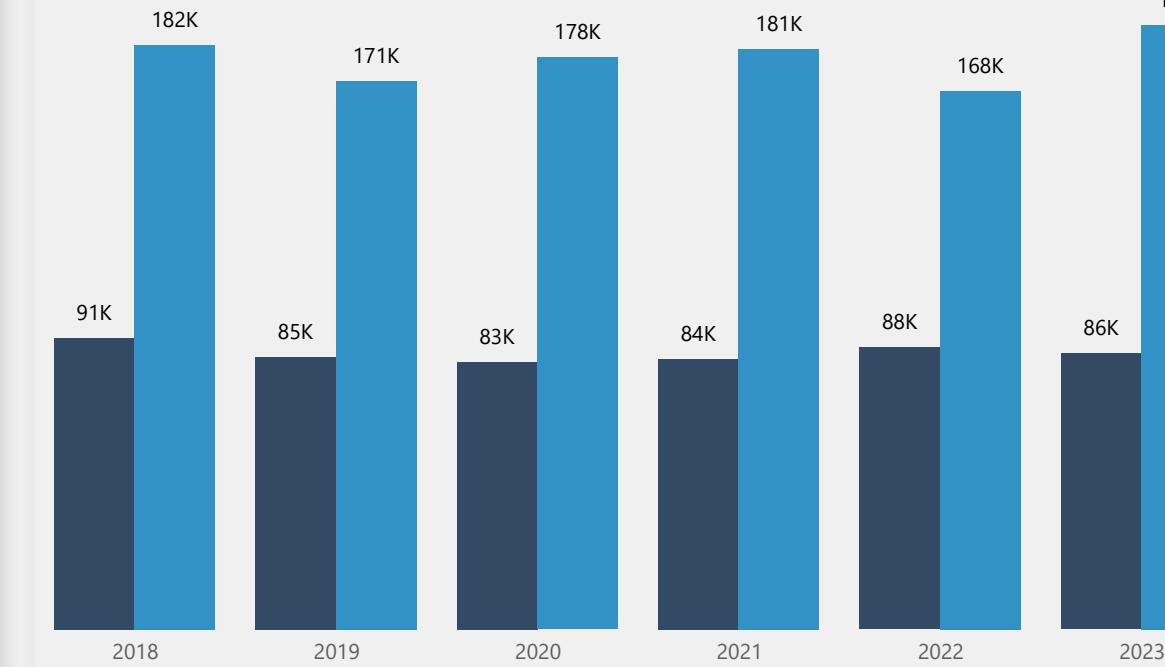
Purchase

Operation & Insight



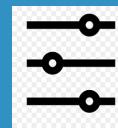
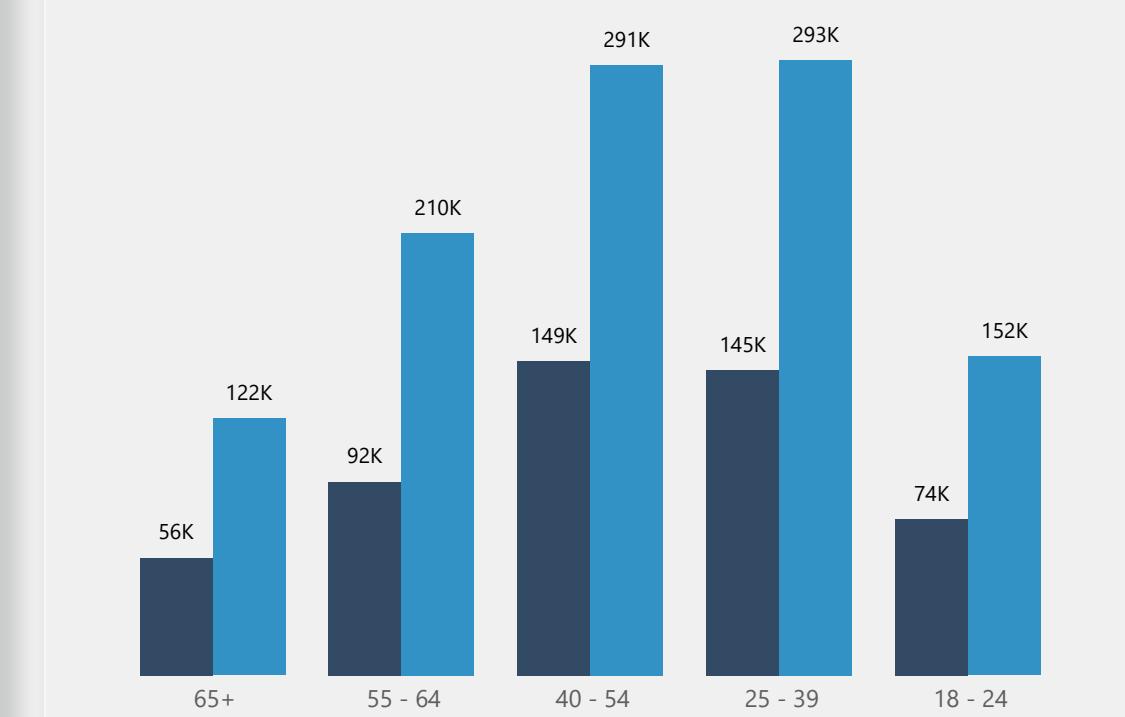
Trends Over Years

Revenue generated during the Christmas period exceeds Non-Christmas revenue by more than 60...



Trends By Aged Group and Gender

Customers aged 25-39 and 40-54 generated the highest revenue during the Xmas period.



Microsoft Azure

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| | Net Sales | Qty | No of Order |
|------------------|-----------|------|-------------|
| British Columbia | 131.9K | 2577 | 819 |
| Ontario | 125.3K | 2363 | 779 |
| Yukon | 118.9K | 2334 | 778 |
| New Brunswick | 122.5K | 2331 | 780 |

| Xmas Period | Category | Total Sales | % Total Sales | Quantity Sold | Avg. Unit Price | Discount | Sales Change by Years |
|-------------|-------------|-------------|---------------|---------------|-----------------|----------|-----------------------|
| Xmas | Toys | \$234,324 | 14.2% | 4192 | \$55.9 | \$10,479 | |
| Xmas | Electronics | \$228,489 | 13.8% | 4179 | \$54.4 | \$10,729 | |
| Xmas | Food | \$219,282 | 13.3% | 3981 | \$54.5 | \$10,080 | |
| Xmas | Clothing | \$219,000 | 13.2% | 3961 | \$55.4 | \$10,129 | |
| Xmas | Decorations | \$217,830 | 13.2% | 3950 | \$55.0 | \$9,784 | |
| Non-Xmas | Food | \$113,325 | 6.9% | 2040 | \$55.9 | \$3,690 | |
| Non-Xmas | Electronics | \$108,162 | 6.5% | 2047 | \$54.2 | \$3,989 | |
| Non-Xmas | Toys | \$105,989 | 6.4% | 1913 | \$54.8 | \$3,594 | |
| Non-Xmas | Decorations | \$105,983 | 6.4% | 1947 | \$54.8 | \$3,758 | |
| Non-Xmas | Clothing | \$101,876 | 6.2% | 1896 | \$54.3 | \$3,314 | |



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Black Friday Christmas Market Regular

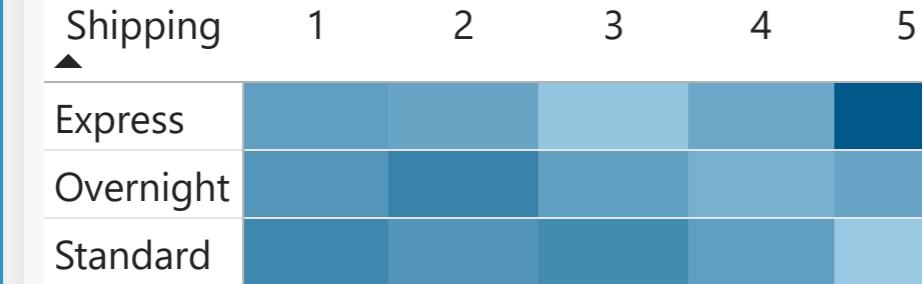
Delivery time on Period

| Event | Average of Delivery Time |
|------------------|--------------------------|
| Black Friday | 3.00 |
| Christmas Market | 3.00 |
| Regular | 2.96 |

Purchase

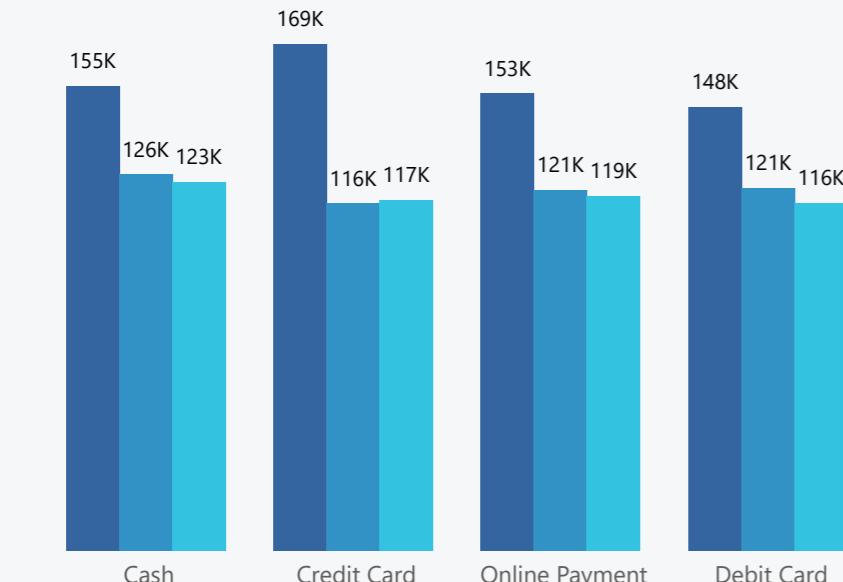
Operation & Insight

Type of Delivery Time

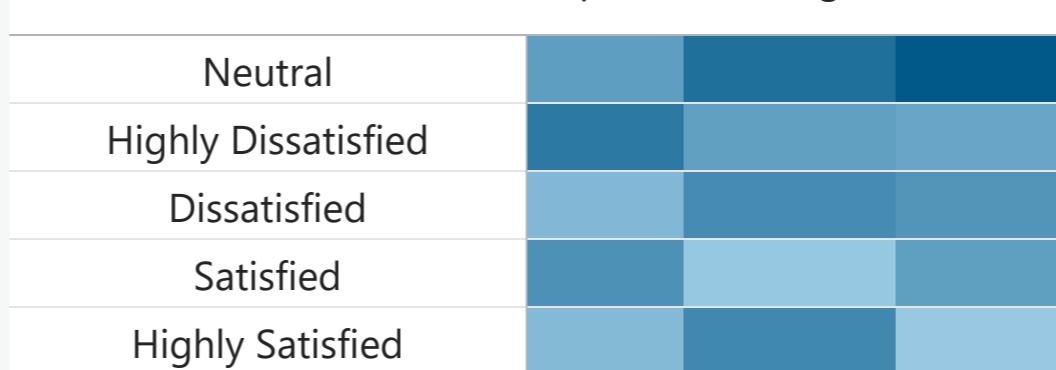


Payment Methods

Credit cards are the most commonly used payment method.

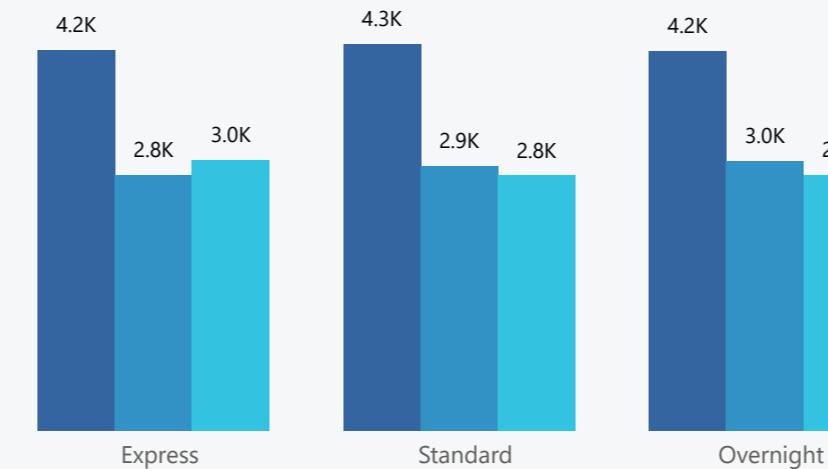


Customer Satisfaction Level



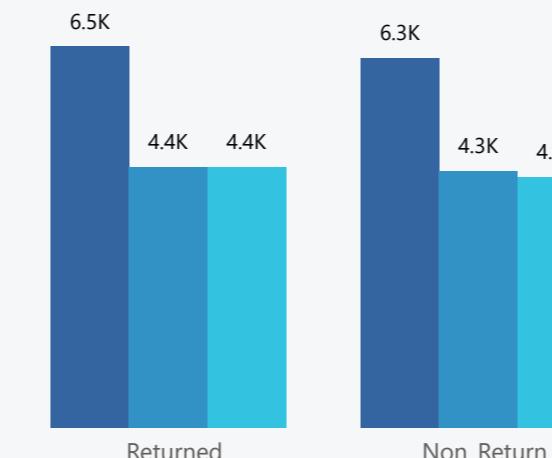
Shipping and Delivery Options

Overnight and standard delivery are ideal for timely Christmas deliveries.



Return Overview

Returned/Non-Returned During Different Events



Insight:

- Customers experience frustration with express shipping during peak seasons, as delivery times often stretch to nearly 5 days. However, they are generally more accepting of standard delivery when it takes the same amount of time.
- Online sales surge during Christmas due to high promotions and discounts, while offline sales are boosted by rainy and sunny weather as customers flock to malls.
- January, February, and March are the quietest months for sales, with lower customer activity following the holiday season.

Recommendation:

- To improve customer satisfaction and reduce return rates, enhance express shipping efficiency by optimizing logistics and ensuring timely deliveries, particularly during peak seasons.
- Consider offering more flexible and reliable shipping options with guaranteed delivery dates.
- During the quieter months (January to March), focus on targeted promotions, product highlights, and marketing campaigns to maintain customer interest.
- Leverage weather trends to drive offline sales by encouraging mall visits on rainy or sunny days.
- By improving shipping experiences and strategically driving sales, you can increase customer satisfaction and sustain sales throughout the year.

How Delivery Time and Customer Satisfaction Affect Sales Performance?

Food, Toys, and Decoration Are Surpassing Trend Lines

