



SALES TRENDS ANALYSIS || Overview

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

2018

2019

2020

2021

2022

2023

Overview

Purchase

Operation & Insight

Period

Non-Xmas

Xmas

Clear all slicers



Total Sales

267.04K

Latest Year: **267.04K**

Growth vs. Previous Year **-6.04%**

Quantity Sold

5K

Latest Year **5K**

Growth vs. Previous Year **-4.30%**

No. of Orders

10K

Latest Year **2K**

Growth vs. Previous Year **+2.44%**

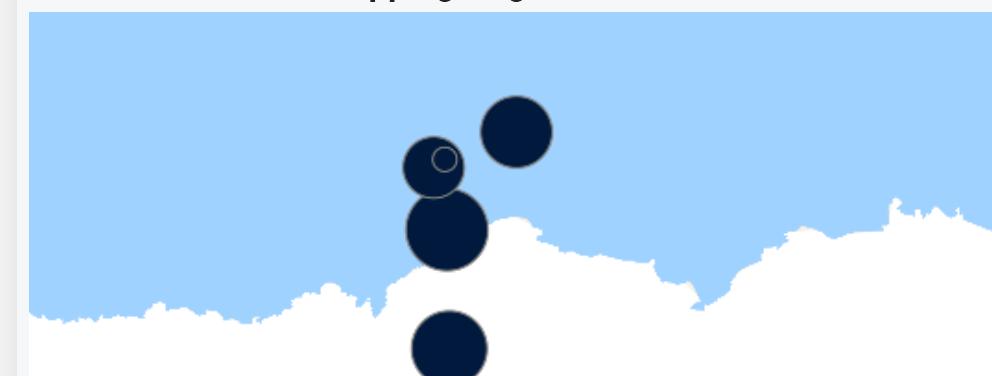
Discount

\$11.3K

Latest Year **11K**

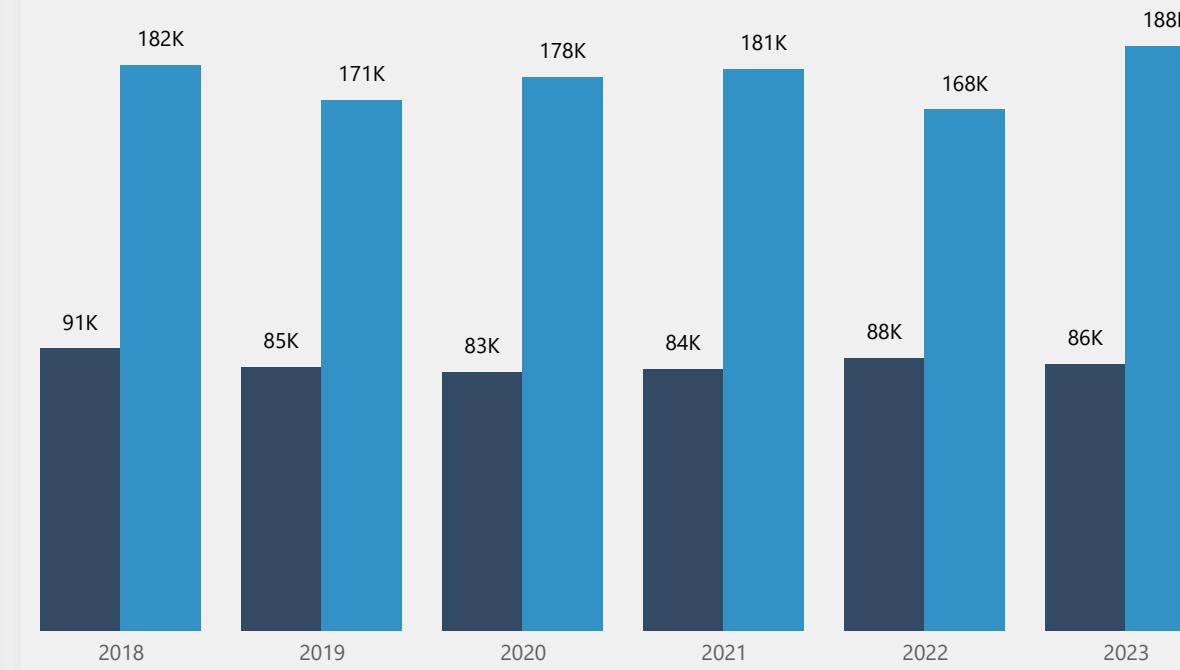
Growth vs. Previous Year **-0.13%**

Mapping Regional Trends

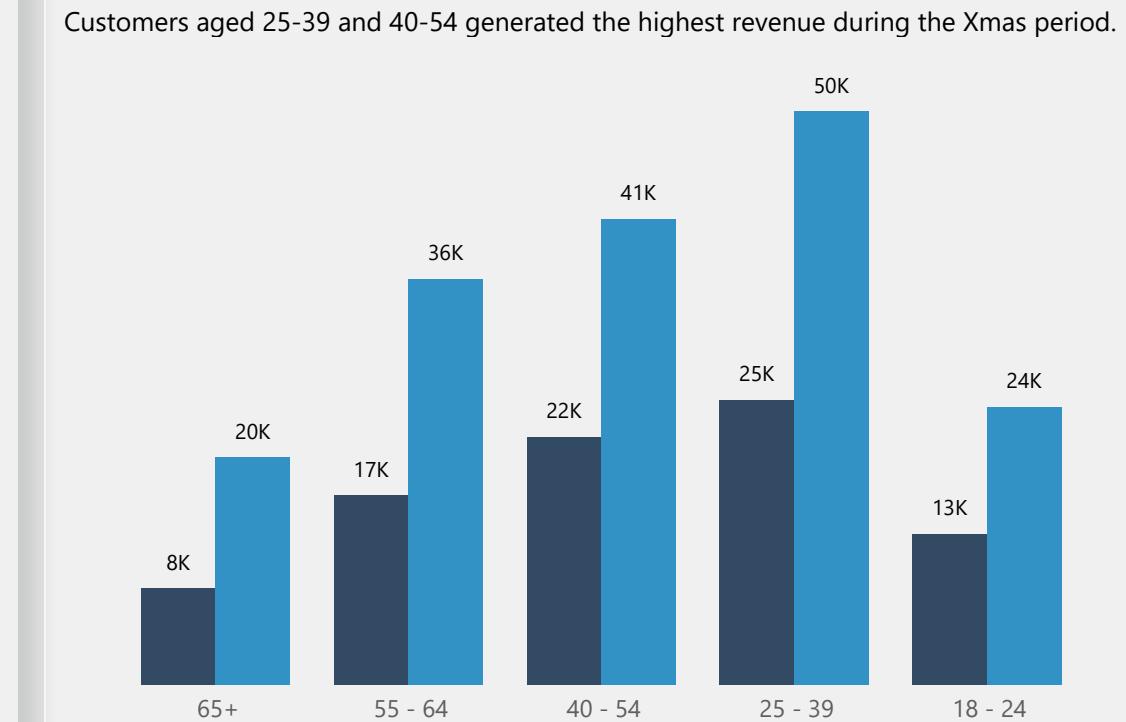


Trends Over Years

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



Trends By Aged Group and Gender



Performance Overview and Breakdown During the Period

Xmas Period	Category	Total Sales	% Total Sales	Quantity Sold	Avg. Unit Price	Discount	Sales Change by Years
Non-Xmas	Decorations	\$105,983	6.8%	1947	\$54.8	\$3,758	
Non-Xmas	Toys	\$105,989	6.8%	1913	\$54.8	\$3,594	
Non-Xmas	Electronics	\$108,162	7.0%	2047	\$54.2	\$3,989	
Non-Xmas	Food	\$113,325	7.3%	2040	\$55.9	\$3,690	
Xmas	Decorations	\$217,830	14.0%	3950	\$55.0	\$9,784	
Xmas	Clothing	\$219,000	14.1%	3961	\$55.4	\$10,129	
Xmas	Food	\$219,282	14.1%	3981	\$54.5	\$10,080	
Xmas	Electronics	\$228,489	14.7%	4179	\$54.4	\$10,729	
Xmas	Toys	\$234,324	15.1%	4192	\$55.9	\$10,479	



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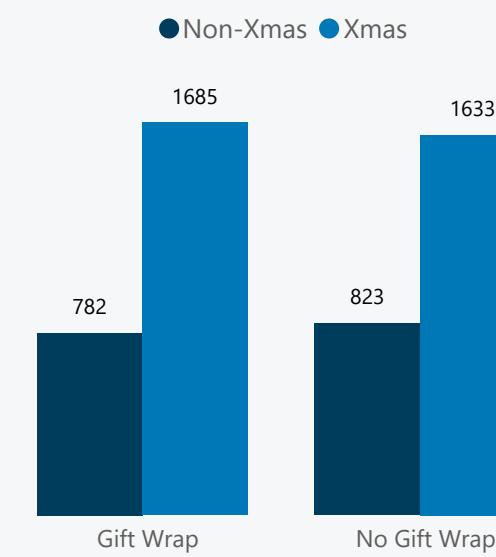
Xma

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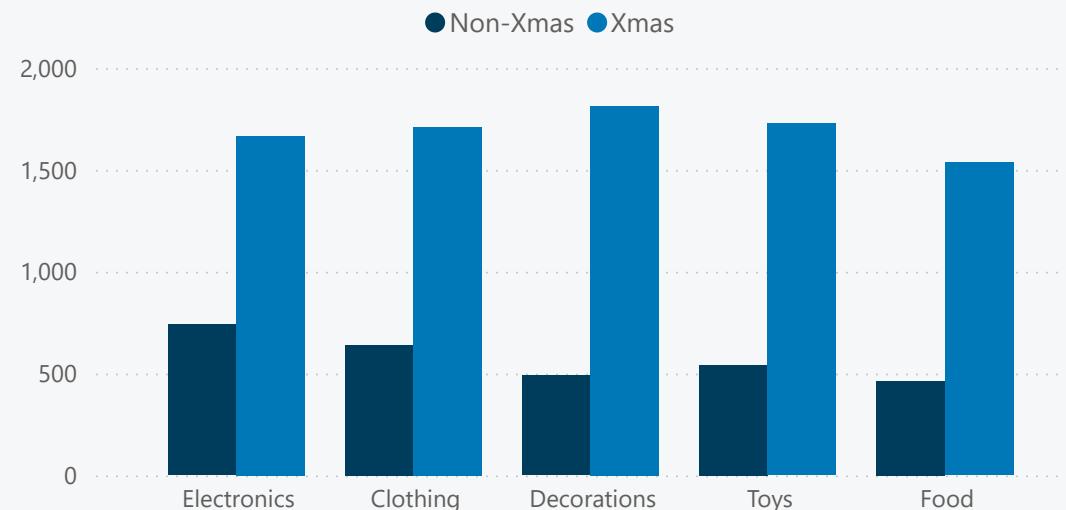
Gift Wrapping Trends: Christmas vs. Non-Christmas Periods

Gift wrapping orders show little difference between the Xmas and Non-Xmas periods



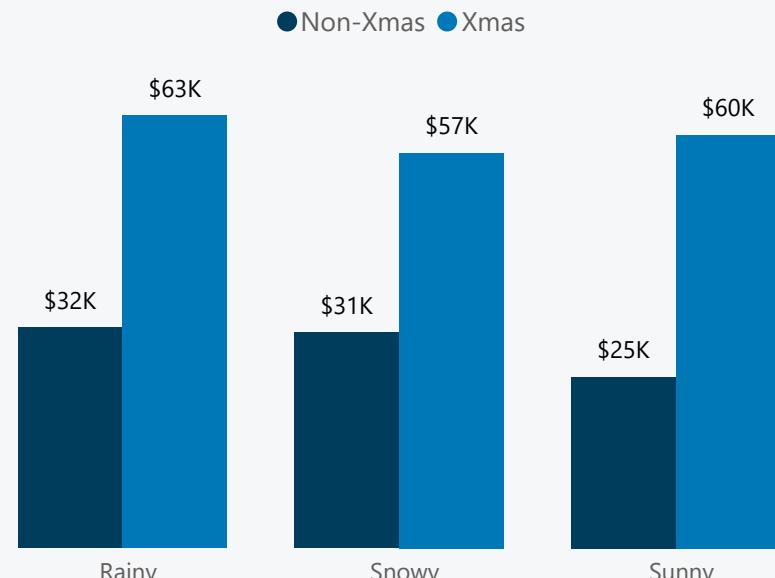
How Discount effect on Category during Xmas and Non-Xmas?

The Xmas period features more promotions compared to the Non-Xmas period.



The Impact of Weather on Customer Behaviour

Gross Sales by Weather during transaction and Event



Weather and Sales Performance

Weather	Total Sales	% of Total Sales
Rainy	 \$94.4K	35.35%
Snowy	 \$88.2K	33.04%
Sunny	 \$84.4K	31.61%

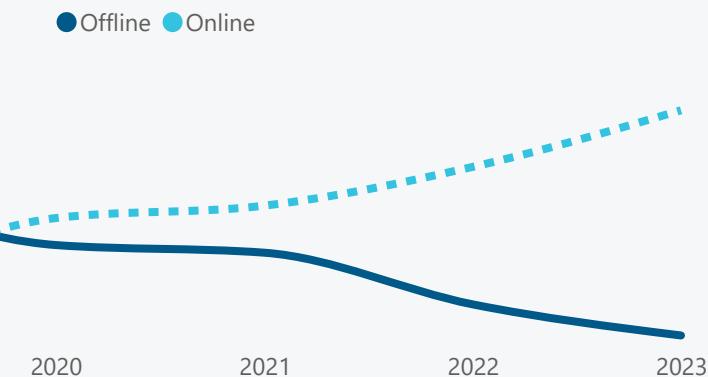
Purchase Mode Tren

Online mode generated higher revenue during the Xmas period

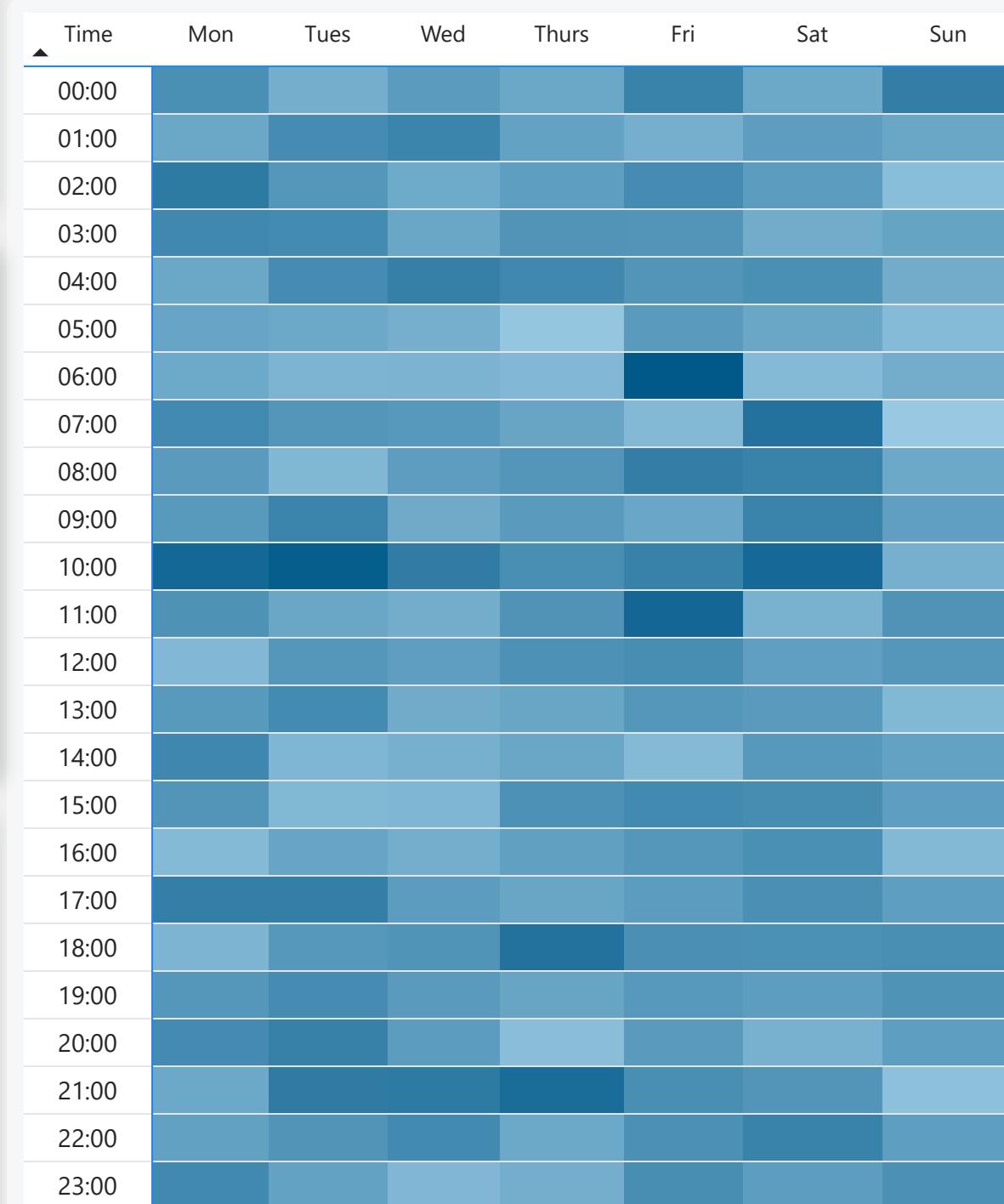
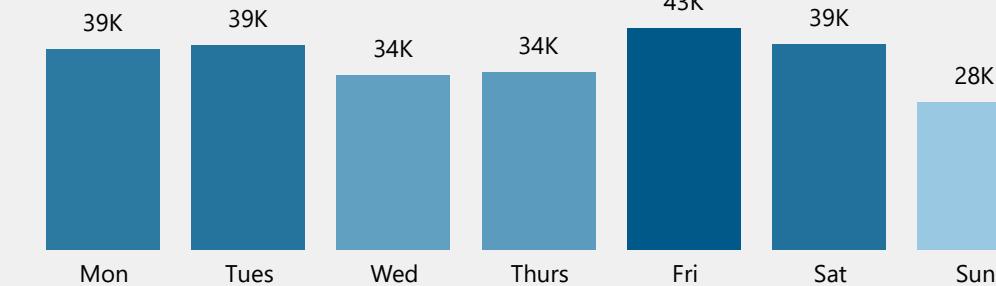


Purchase Mode Trend Over Years

Following COVID-19, the online mode has gained increased popularity.



Sales over times





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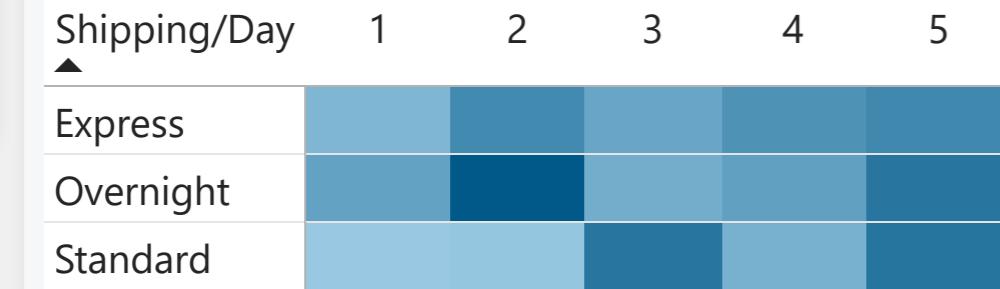


Delivery time on Period

Xmas Period	Delivery Time (days)
Non-Xmas	3.00
Xmas	3.00

Delivery Time Models

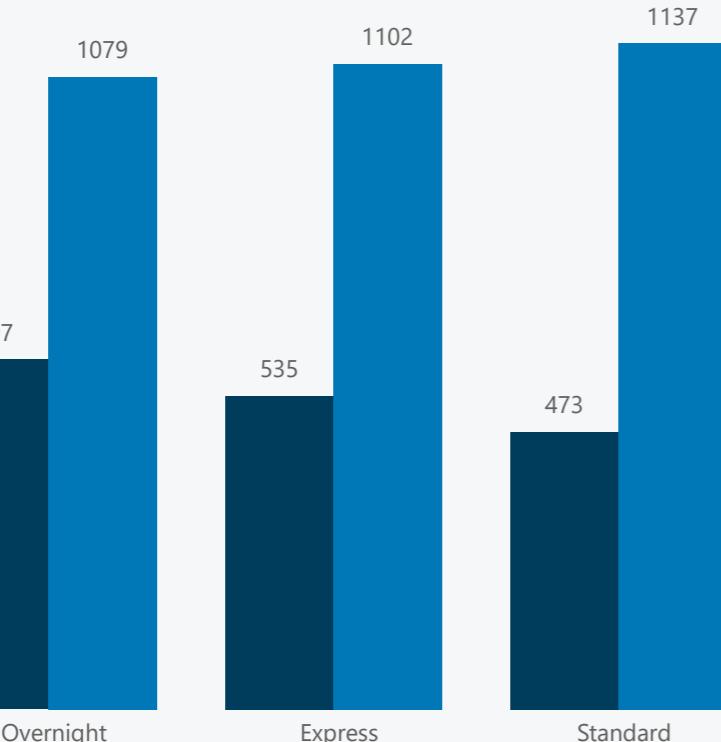
Comparing Express, Overnight, and Standard Delivery Times



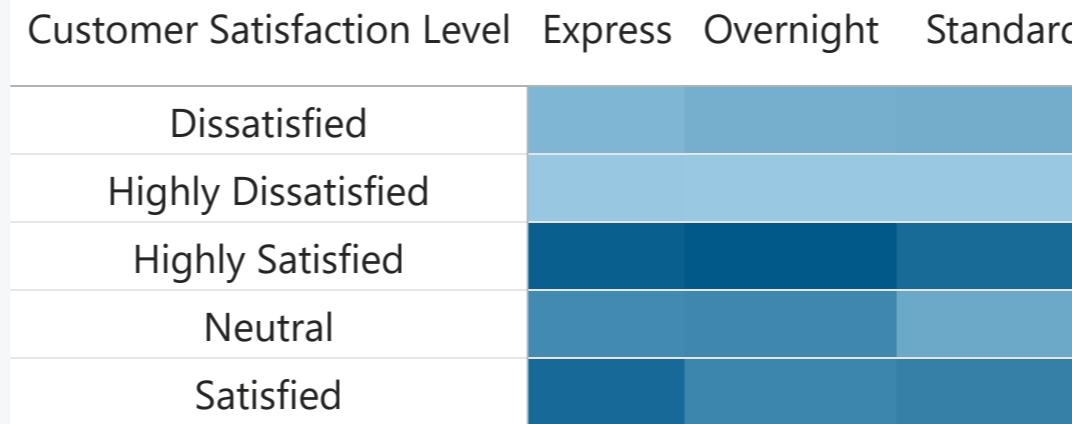
Shipping and Delivery Options

Overnight and standard delivery are ideal for timely Christmas deliveries.

● Non-Xmas ● Xmas



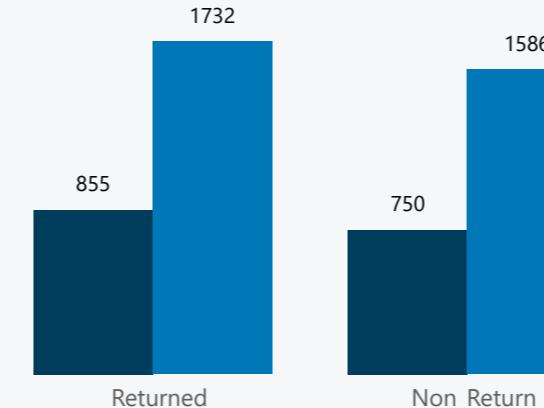
Impact of Delivery Time on Customer Experience Ratings



Return Overview

Returned/Non-Returned During Different Events

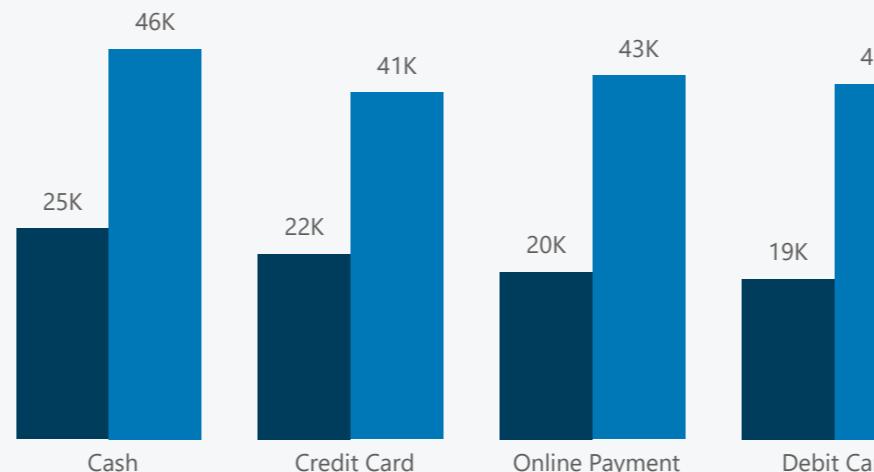
● Non-Xmas ● Xmas



Payment Methods

Credit cards are the most commonly used payment method.

● Non-Xmas ● Xmas



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

