

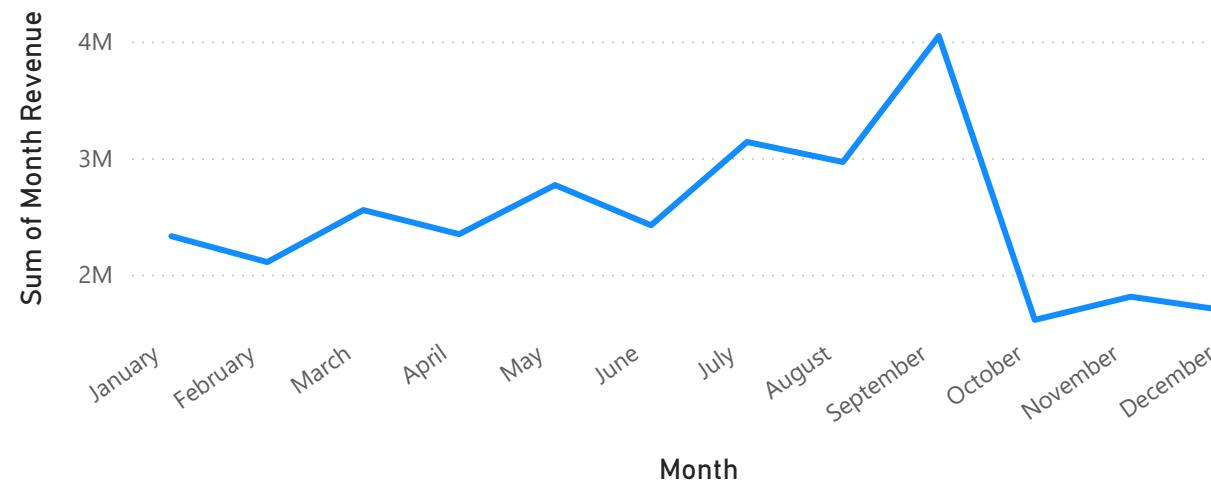
Superstore Analysis

Analysis by Rebecca Te Kahika

Data from [Kaggle](#)

Sales and Revenue

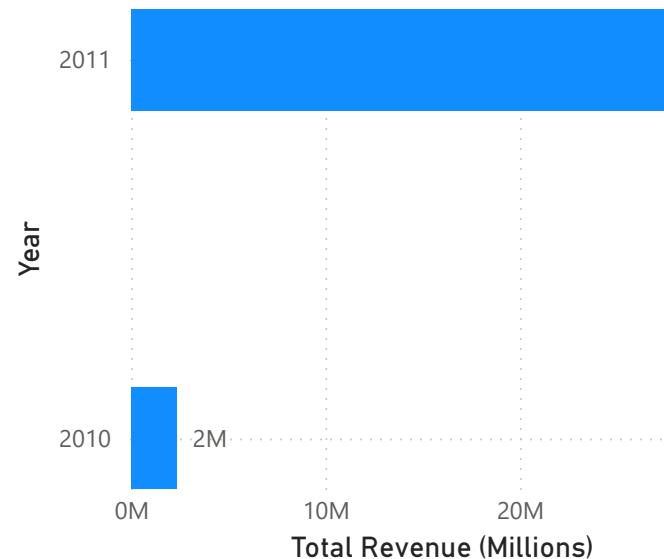
Sum of Month Revenue by Month



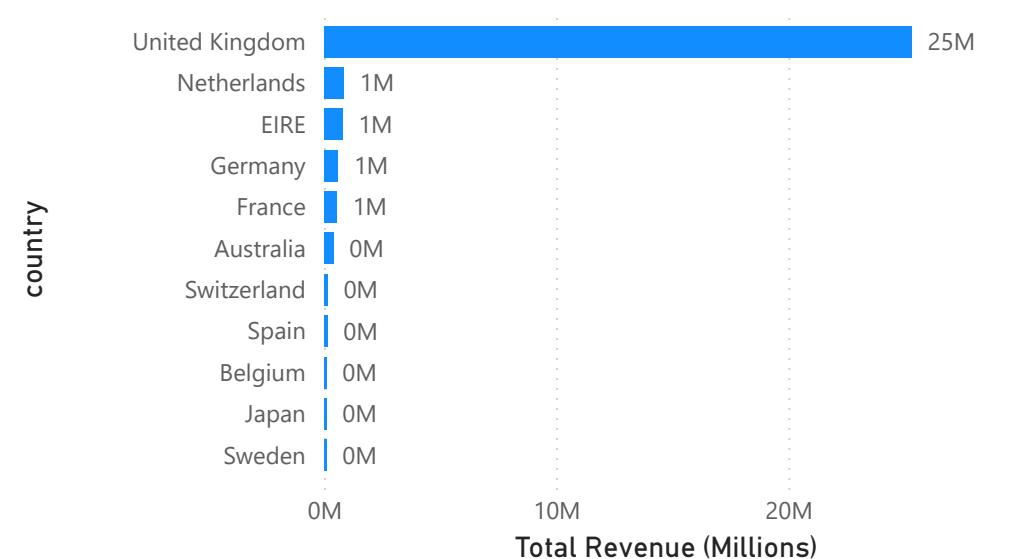
Average order value by month



Total Revenue by Year



Revenue by Country



29.79M

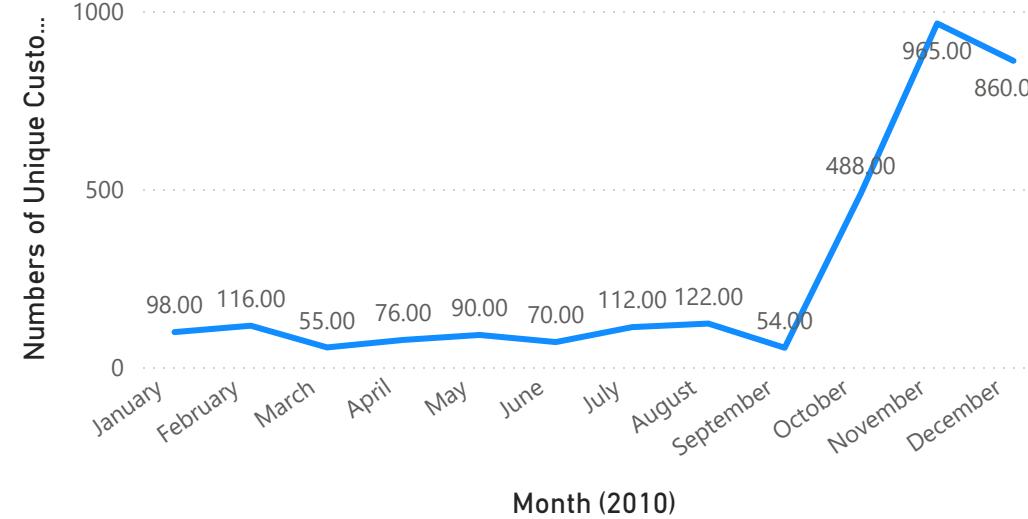
Sum of Total revenue

Sales and Revenue Analysis

-  **Revenue Growth:** Sales grew significantly from early 2010 to late 2011, reaching nearly **30M in total revenue**.
The sharpest increase occurred in 2011.
-  **Market Concentration:** The **United Kingdom dominates**, contributing the vast majority of total revenue.
Other countries (Netherlands, Germany, France, EIRE(Ireland) contribute only marginally.
-  **Average Order Value:** The **average order value fluctuated** between 2010 and 2011, with some peaks (mid-2010) but generally stabilising around **18–20 units** by 2011.
-  **Year-on-Year Comparison:** Revenue in **2011 far outperformed 2010**, showing clear momentum and expansion.
-  **Opportunity:** Heavy reliance on the UK market suggests both **strength (dominant base)** and **risk (over-reliance)**.
Expanding revenue in other countries could balance growth.

Customer Analysis

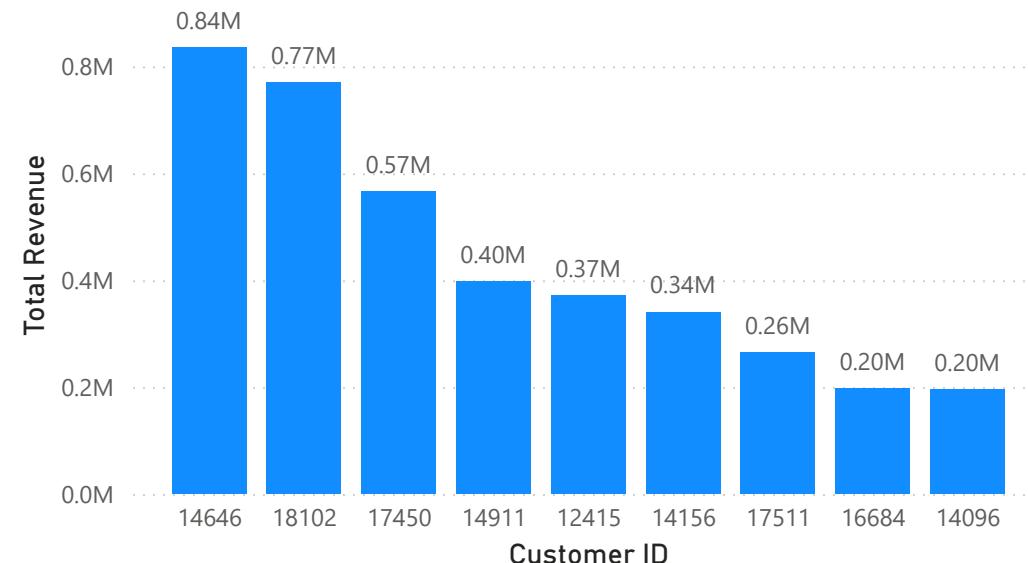
Monthly Active Customers - 2010



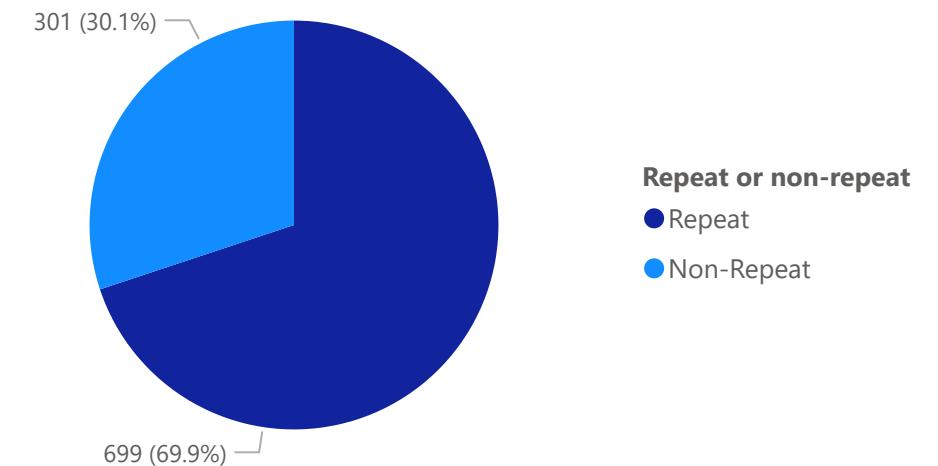
Monthly Active Customers - 2011



Top 9 Customers by Total Spend

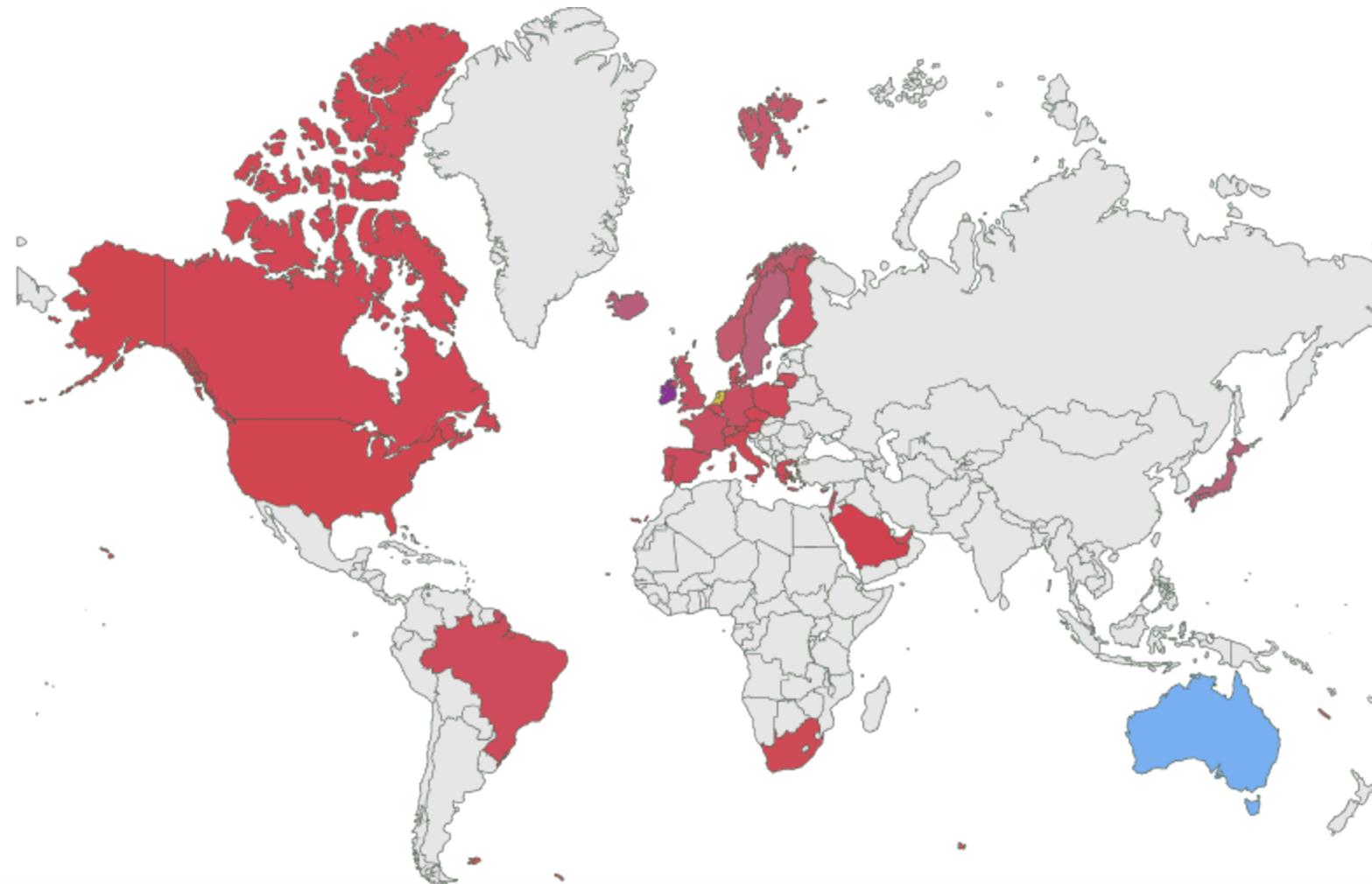


Customer Order Frequency



Customer Analysis

Average Spend by Country



Customer Analysis Conclusion

Customer Behaviour

In **2010**, customer activity was low most of the year but surged in **November and December** (likely seasonal, such as holiday shopping). In **2011**, customer counts were much higher and more stable across the year, averaging over **1,000 customers per month** compared to fewer than **200 in 2010**. This shows the customer base was **growing strongly year over year**. The **Top 9 Customers by Total Spend** chart shows that a small group of customers contribute disproportionately to revenue. For example, the top customer spent **0.84M** compared to far lower amounts from others.

The **Customer Order Frequency** chart shows that **70% of customers are repeat buyers**, while only **30% are one-time buyers**. This indicates **strong loyalty**.

Geographic Insights

The **average spend per customer differs widely by country**.

- **Ireland (€19,457), Netherlands (€9,439) and Australia (€4,568)** are clear **high-value markets**.
- **United Kingdom (€6,411) and Germany (€6,343)** are in the **mid-range**: large markets that bring more volume but not the highest spend per customer.
- **USA (€1,298), Canada (€2,336) and Saudi Arabia (€394)** are at the **low end**, showing very little value per customer.

Overall Conclusion

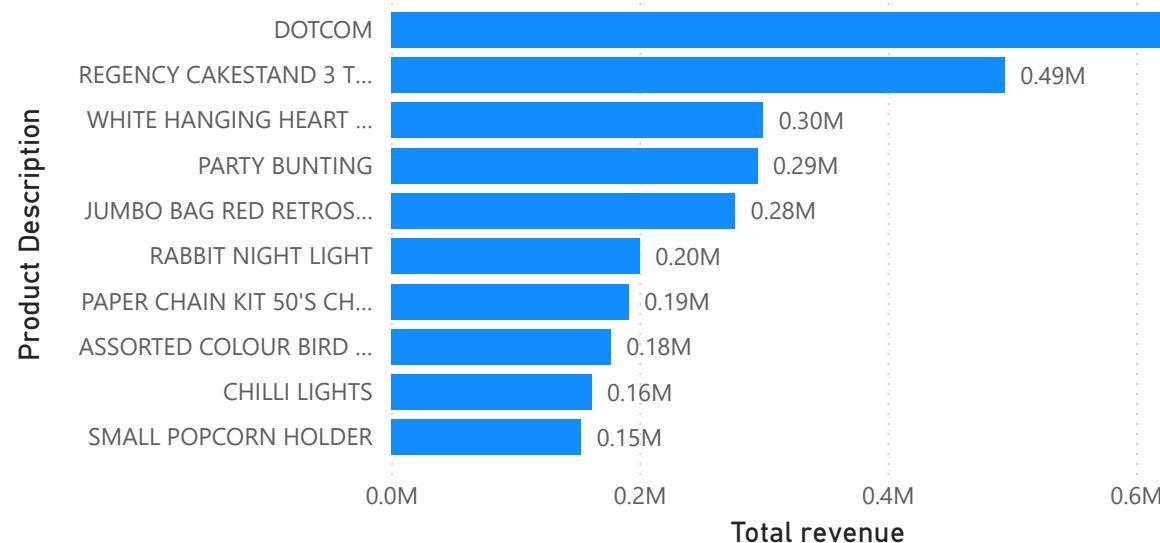
Customer base is growing year over year, especially in 2011.
Revenue is concentrated among a few top-spending customers and certain high-value countries.
Loyalty is strong, with most customers making repeat purchases.

Geographic opportunities are uneven. Ireland, Netherlands, Australia, Singapore and Japan are worth focusing on for premium marketing and retention.

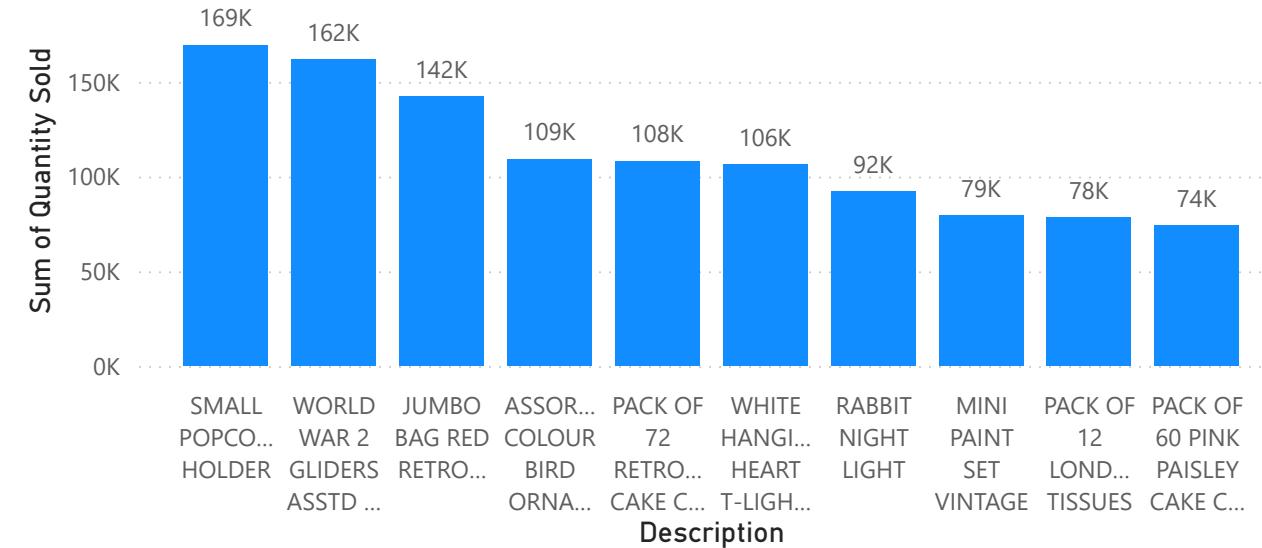
UK and Germany provide volume but lower average spend, so upselling strategies may be effective.
Low-value regions like USA, Canada and Saudi Arabia are less promising and may not justify heavy investment.

Product Analytics

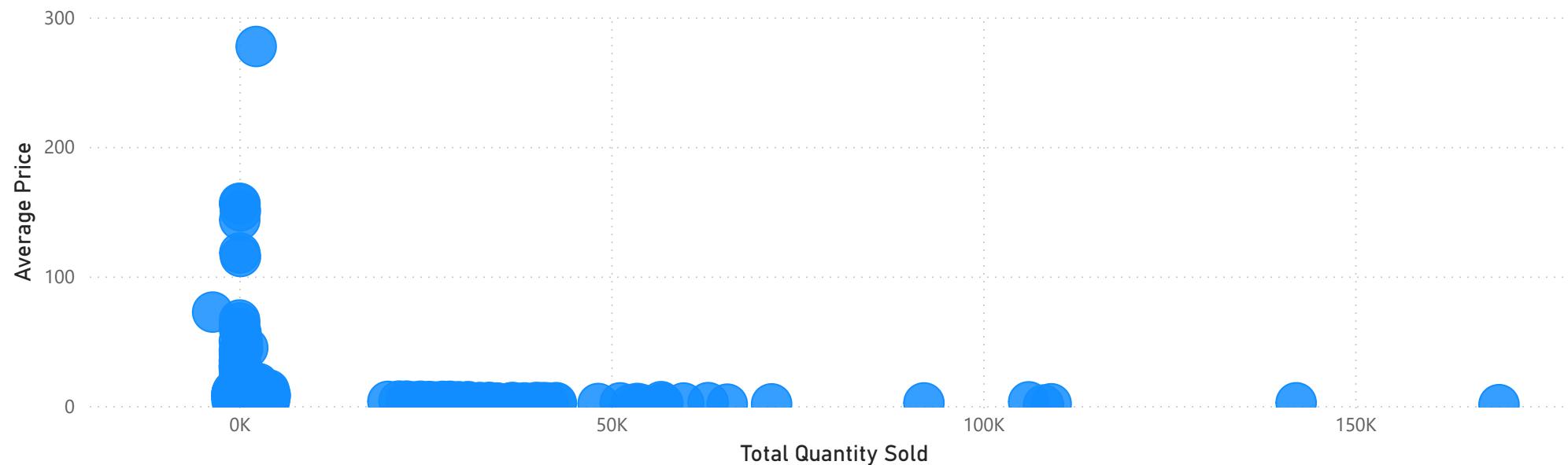
Top Products by Total Revenue



Top Products by Quantity Sold



Product Price vs Quantity (Bubble Analysis)



Product Analytics

Product Analytics Conclusion

Revenue is highly concentrated among a small group of products. Items such as **DOTCOM** and the **Regency Cake Stand** stand out as the biggest revenue drivers, each generating hundreds of thousands in sales. This shows that a handful of premium products carry a disproportionate share of overall performance.

High volume does not always translate into high revenue. For example, products like the **Small Popcorn Holder** and **World War 2 Gliders** rank among the top sellers by quantity, yet they generate far less revenue compared to premium-priced items.

This demonstrates that **product pricing strategy is just as important as sales volume.**

The bubble analysis highlights two distinct product categories.

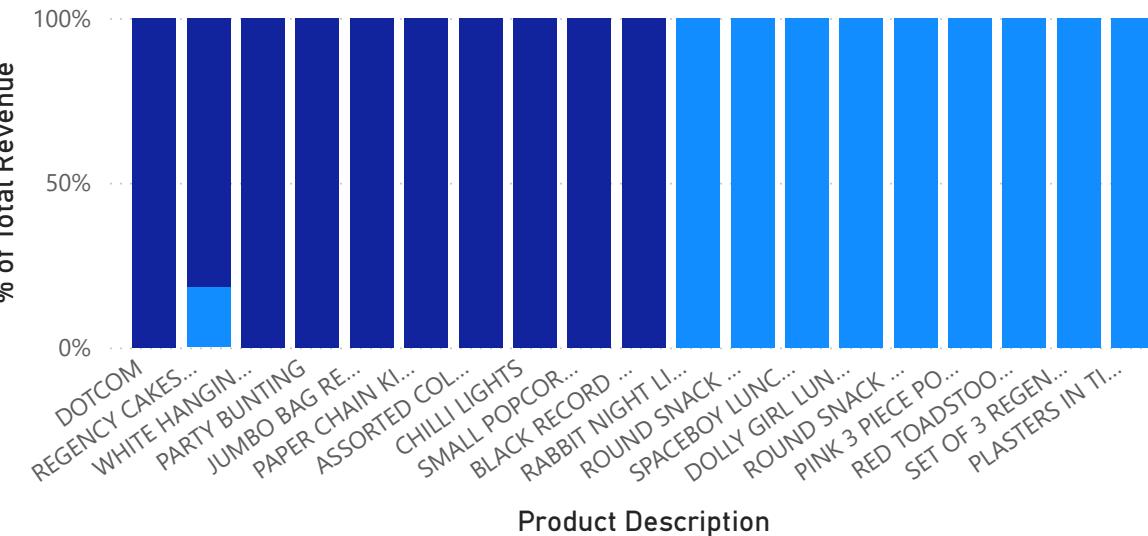
- **High-price, low-volume products** contribute strongly to revenue despite fewer sales.
These are strategic items that deliver profitability per unit.
- **Low-price, high-volume products** fuel steady customer engagement and repeat orders, ensuring consistent turnover but lower revenue per transaction.

Overall, the product portfolio is balanced between premium revenue-driving products and mass-market bestsellers. To maximise performance, the business should continue nurturing its high-value products while leveraging high-volume items for customer acquisition and loyalty. This dual strategy supports both **short-term sales growth** and **long-term profitability**.

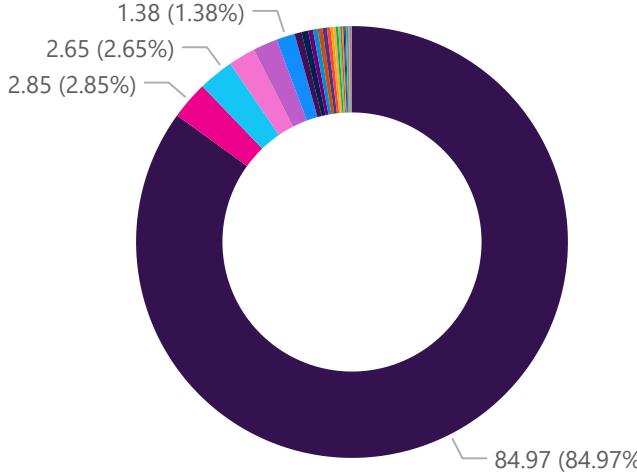
Geographic Insight

Revenue Split by Product and Market

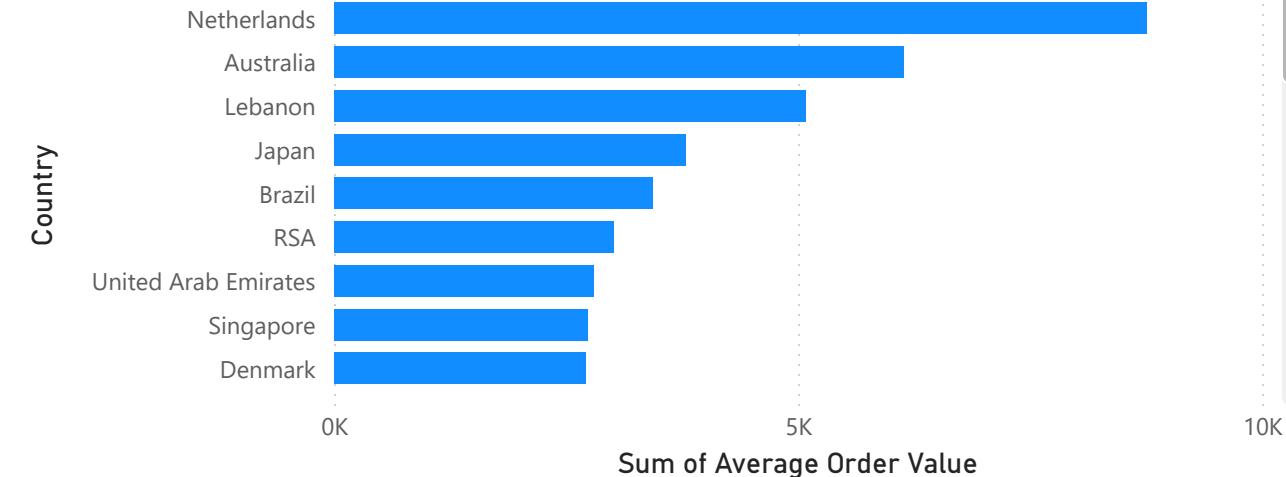
Market • International • UK



Revenue Contribution by Country



Average Order Value (AOV) by Country



Geographic Distribution of Orders and Revenue



Geographical Insight Analysis

❖ Conclusion – Geographic Insights

The analysis clearly shows that **revenue is overwhelmingly concentrated in the United Kingdom**, which contributes nearly **85% of total revenue**. This dominance underscores a **heavy reliance on a single market**, making the business vulnerable to changes in UK demand.

While **international markets** collectively account for the remaining 15%, their contributions are fragmented across many small countries. Notably, **the Netherlands, Ireland (EIRE), and Germany** provide the next highest shares, but each individually represents less than 3% of total revenue.

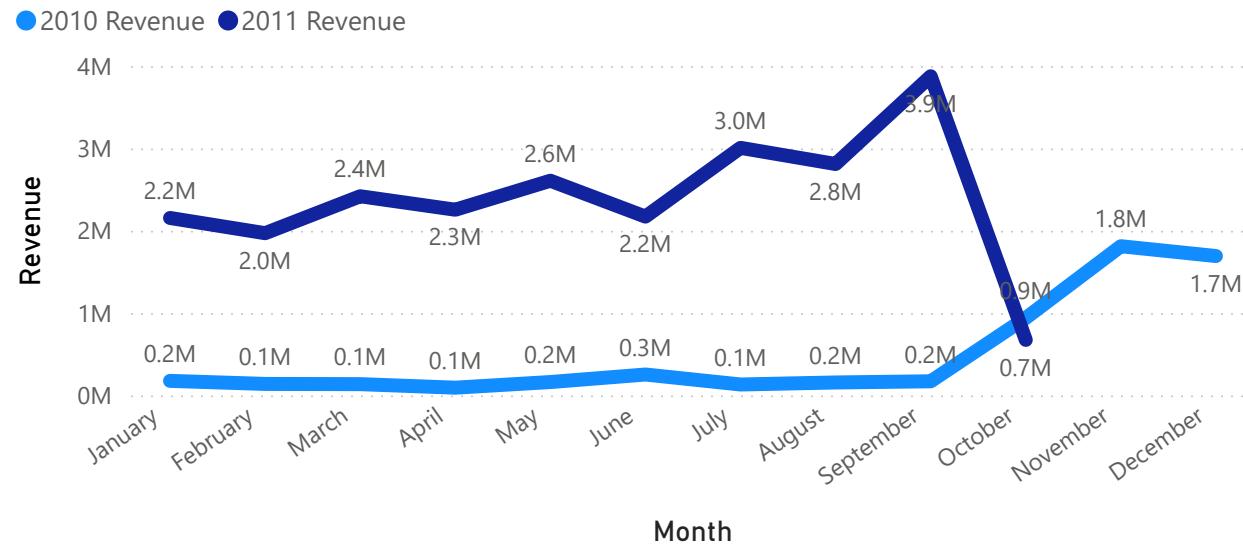
Looking at **Average Order Value (AOV)**, some international markets such as **the Netherlands, Australia, and Lebanon** show significantly higher AOVs compared to the UK. This suggests that while volumes are low, **customers in these markets tend to place larger orders**, highlighting opportunities for targeted growth strategies.

The **map visualization** reinforces this concentration pattern, with the UK dominating global sales, while smaller but promising markets appear scattered across Europe, Asia, and Oceania.

👉 Overall, the insights suggest the business is **heavily dependent on the UK**, but **high-value international markets** present untapped potential. Strategic focus on expanding sales in countries with strong AOVs could help **diversify revenue streams and reduce market concentration risk**.

Trends and Business Health

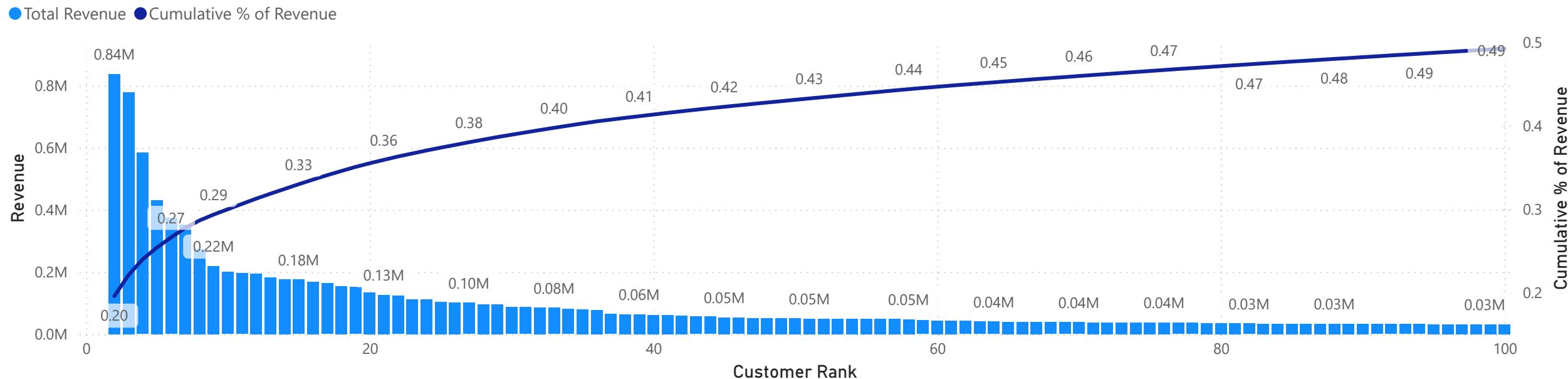
Monthly Revenue Trend (2010 vs 2011)



Monthly Active Customers (2010)



Customer Revenue Distribution (Top 100 Customers)



Trends & Business Health Conclusion

The analysis of **customer revenue distribution** clearly shows that a **small proportion of customers generate the majority of revenue**. Within the **top 100 customers**, revenue contribution is **heavily concentrated at the top**, with a steep decline as we move down the ranking.

The **cumulative revenue curve** demonstrates that just a **handful of customers drive a disproportionately large share of the business**, reflecting the classic **Pareto principle (80/20 rule)**.

As the curve begins to flatten beyond the top ranks, it becomes clear that **lower-ranked customers contribute incrementally less**, indicating that their impact on overall revenue is limited.

This pattern highlights the **strategic importance of retaining and growing high-value customers**, since they represent the backbone of business performance.

At the same time, the presence of a **long tail of mid-tier customers** provides an opportunity: by **nurturing and gradually increasing their spend**, the business can **diversify revenue sources** and **reduce dependency on top-tier clients**.

In summary, this analysis underscores the need to **prioritise high-value customer retention strategies** while simultaneously **developing initiatives to unlock potential among mid-tier customers**.

Superstore Analysis Conclusion

Overall Business Insights Conclusion

- **Revenue Growth:** Strong upward trend from 2010 to 2011, with revenue surpassing **€30M** — clear evidence of expansion and business momentum.
- **Customer Concentration:** A **small proportion of customers** generate the majority of revenue, showing reliance on **top-tier, high-value clients**.
- **Pareto Principle in Action:** The **top 100 customers** drive a disproportionately large share of sales, while **mid-tier and low-tier customers** contribute far less.
 - **Retention is Critical:** Retaining and expanding **high-value customers** is vital for long-term stability.
- **Opportunity in Mid-Tier:** A **long tail of mid-tier customers** exists. By nurturing them, the business could **reduce dependency** on a handful of top spenders.
 - **Market Concentration Risk:** Nearly **85% of revenue comes from the UK**, creating a significant **over-reliance on a single market**.
 - **International Potential:** Countries like the **Netherlands, Ireland, Germany, and Australia** show promise, especially with **higher AOVs** (larger orders despite lower volume).
- **Product Insights:** A few products (e.g., **DOTCOM, Regency Cake Stand**) dominate sales, proving **high-price, low-volume products** can be highly profitable.
- **Volume vs. Value:** Some **high-volume products** generate limited revenue, underlining the importance of **pricing strategy** alongside sales volume.
 - **Customer Behaviour:** Loyalty is strong — around **70% of customers are repeat buyers**, a solid base for sustained growth.
 - **Seasonal Peaks:** Revenue and customer activity surge in **November and December**, likely due to holiday-driven demand.
- **Geographic Challenges:** Markets such as **USA, Canada, and Saudi Arabia** deliver very low revenue per customer and may not justify heavy investment.
- **Strategic Priority:** Expand international markets with high AOV potential while **strengthening UK stability** and **unlocking mid-tier customer growth**.
 - **Balanced Strategy Needed:** Success depends on a **dual approach** —
 - **Short term:** Retain top-tier customers and leverage premium products.
 - **Long term:** Invest in international growth, mid-tier customer development, and product diversification.