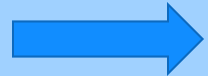


# Improving profitability with geographic data

Top selling categories & cities



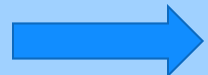
- Outerwear, coats and jeans dominate.
- Clothes sets and Jumpsuits & Rompers underperform.

Purchases by traffic source



- Youtube and Adwords lead to the most purchases
- Search traffic does not lead to purchases

User value and market penetration



- Customers are not much different based on location
- Market penetration varies greatly

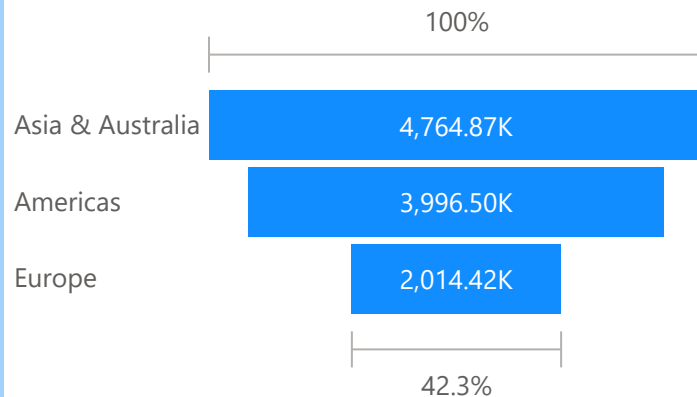




# Top selling categories & cities

City	Revenue	country
Shanghai	66,253.75	China
Beijing	56,990.14	China
Seoul	40,786.58	South Korea
Shenzhen	35,311.93	China
Dongguan	24,863.81	China
Chengdu	23,407.56	China
Tokyo	22,936.86	Japan
Tianjin	22,109.64	China
New York	20,640.81	United States
Wuhan	20,414.22	China

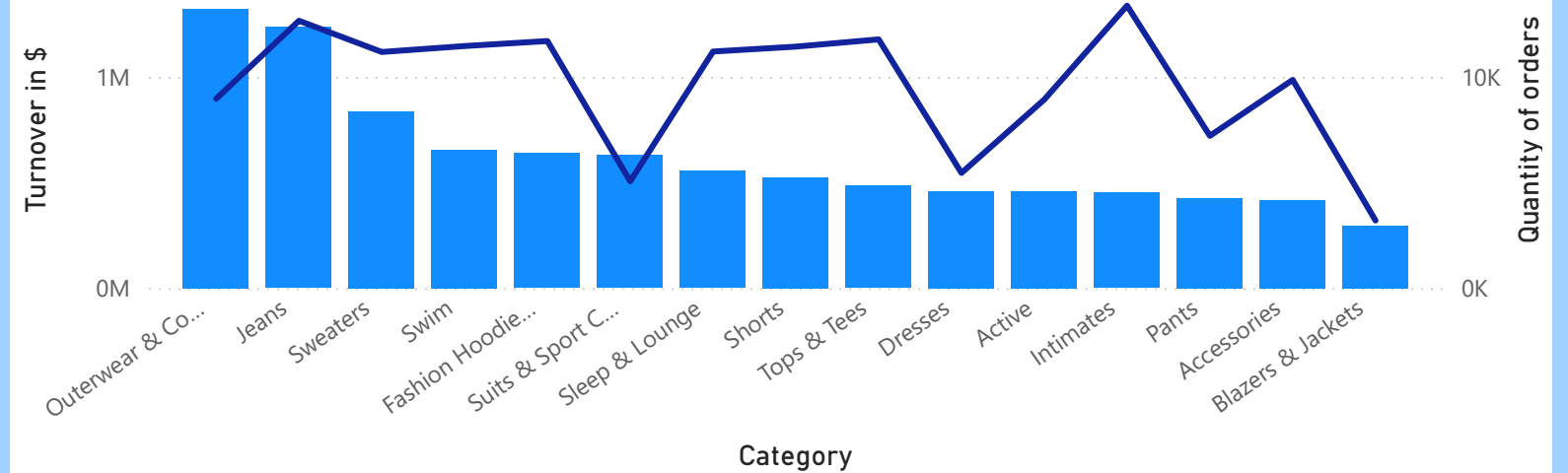
Turnover by country



## Best selling category

turnover (\$) and nb of orders by category

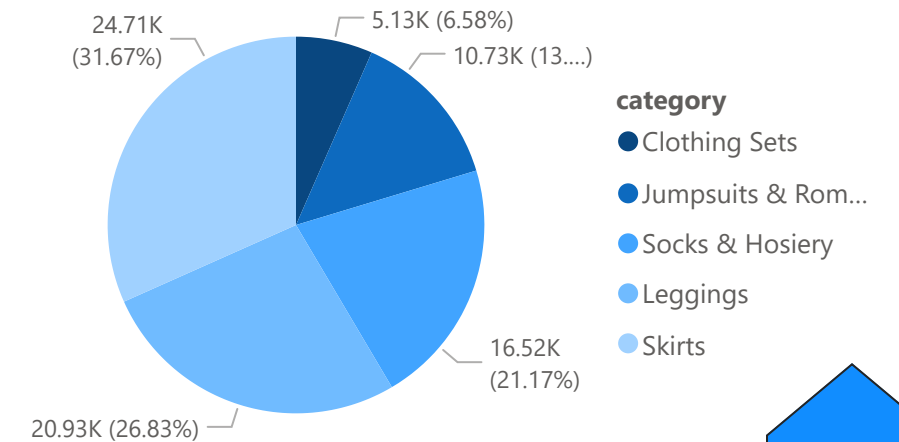
● turnover (\$) — nb of orders



## Worst selling categories & cities

### Bottom 6 categories

turnover based

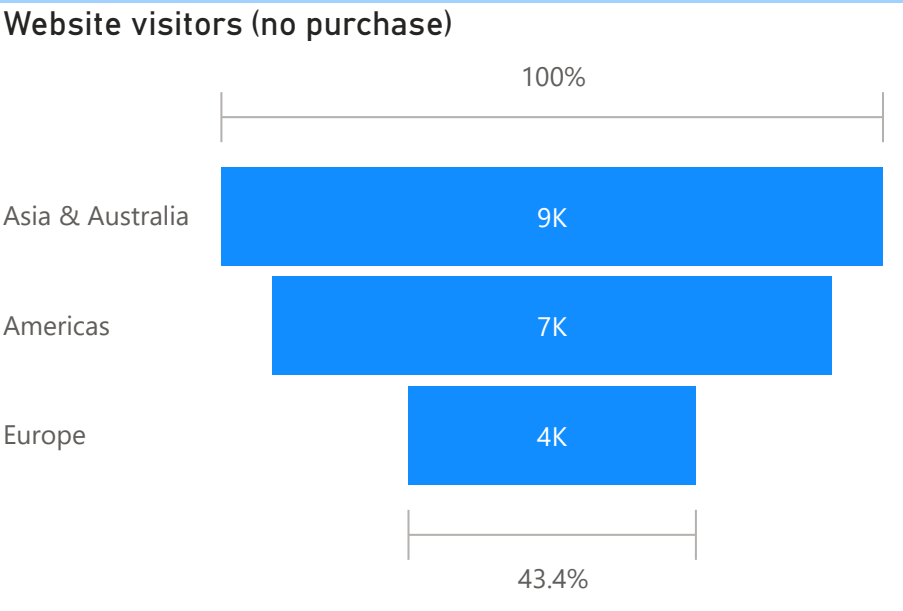
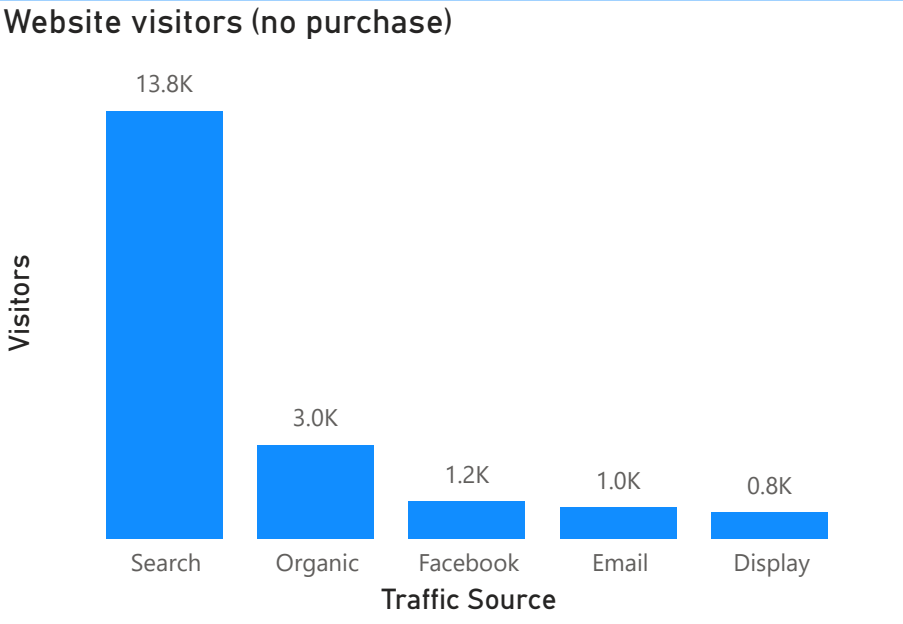
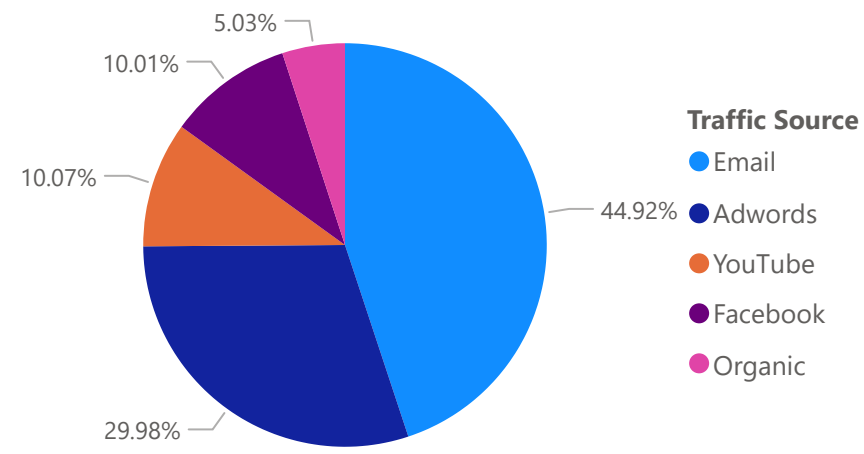


### Bottom 5 cities

city	Sum of sale_price
Brambleton	1.98
Schopfheim	2.50
Kempton (Allgäu)	2.95
Inhambupe	3.95
Cesson-Sévigné	3.99

Home

# Purchases by traffic source



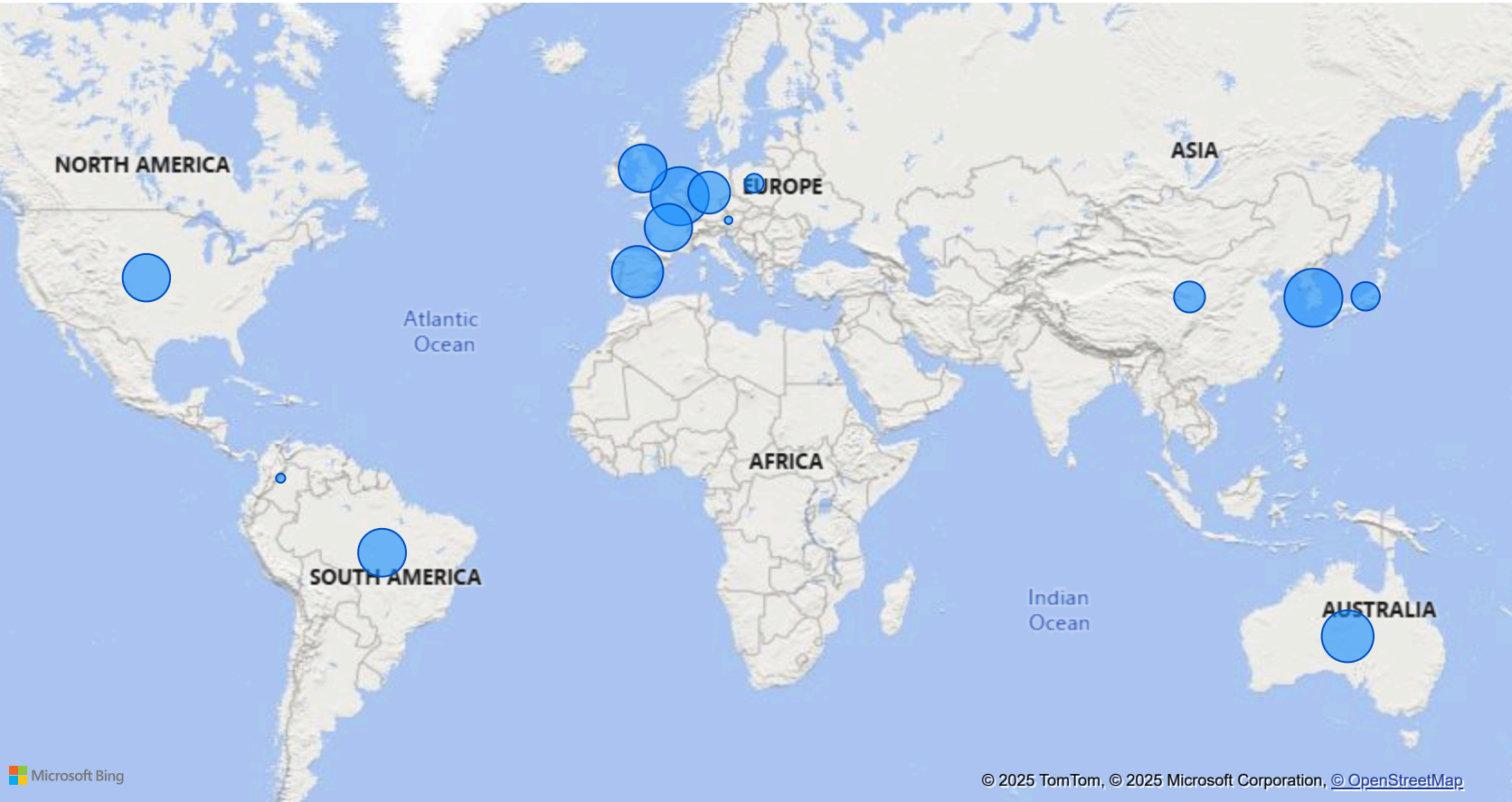
# User value and market penetration

Location

- ☐ Americas
- ☐ Asia & Australia
- ☐ Europe

Returned Orders

- ☒ No
- ☐ Yes



World Part	Revenue	Customers	Average Amount of Orders	Customer Lifetime	Average Basket	Market Penetration
Europe						
United Kingdom	450.60K	3480	1.50	463.71	59.40	
Spain	381.96K	2953	1.51	465.55	58.63	
Poland	21.33K	183	1.45	488.45	56.13	
Germany	397.00K	3136	1.48	458.76	58.99	
France	436.75K	3426	1.49	492.56	58.85	
Belgium	122.97K	935	1.51	483.26	60.16	
Austria	0.07K	1	2.00	569.00	37.13	
Asia & Australia	4,288.77K	32988	1.51	482.98	59.49	Infinity
Americas						
United States	2,191.57K	16937	1.51	480.33	59.19	

Home