DATAMERU

Overview
Explore event trends, geographic insights, time patterns, weather impact, and product categories

- Overview
- Purchases
- Operations

- Filter
- Reset
- Guide
- LinkedIn
- Portfolio

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Transactions By Event

■ Black Friday 🔒	4254	42.54%	
■ Christmas 🎅	2908	29.08%	
■ Regular 🛒	2838	28.38%	

10K Transactions

Black Friday   Christmas   Regular
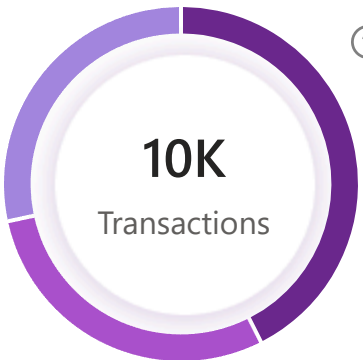
Transactions Across Canadian Province's

778   767   777
819   2K   772   728
779
2K
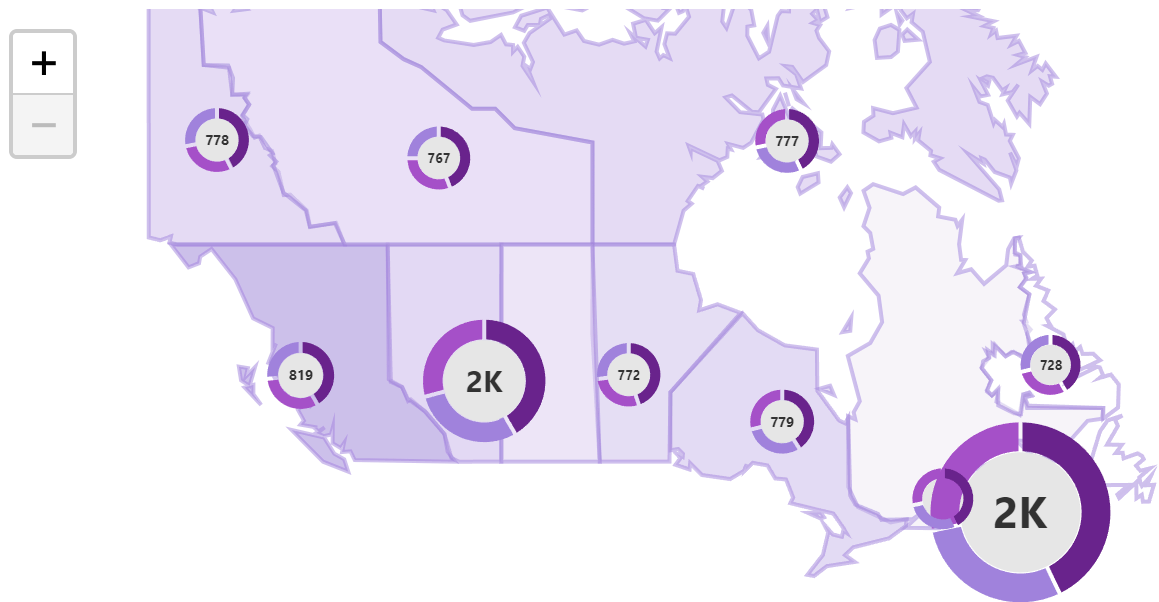
Top 3
1. Alberta
2. British Columbia
3. New Brunswick

🇨🇦 Alberta	780	
🇨🇦 British Columbia	819	
🇨🇦 Manitoba	772	
🇨🇦 New Brunswick	780	

Transactions Over Years

Y   Q   M

↩ Back

2018   2019   2020   2021   2022   2023
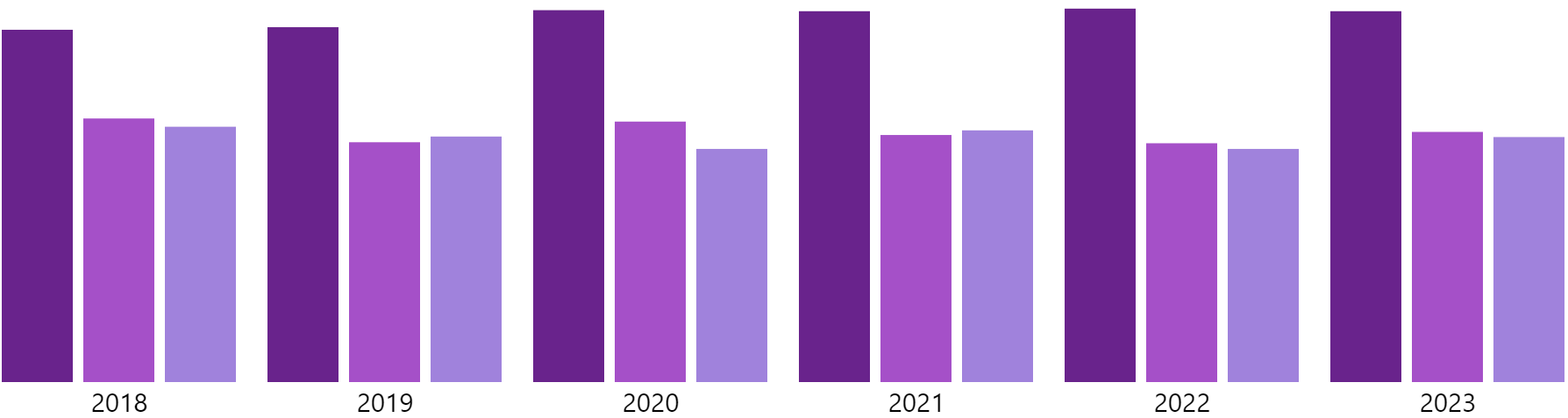
Transactions By Weather

↩ Back
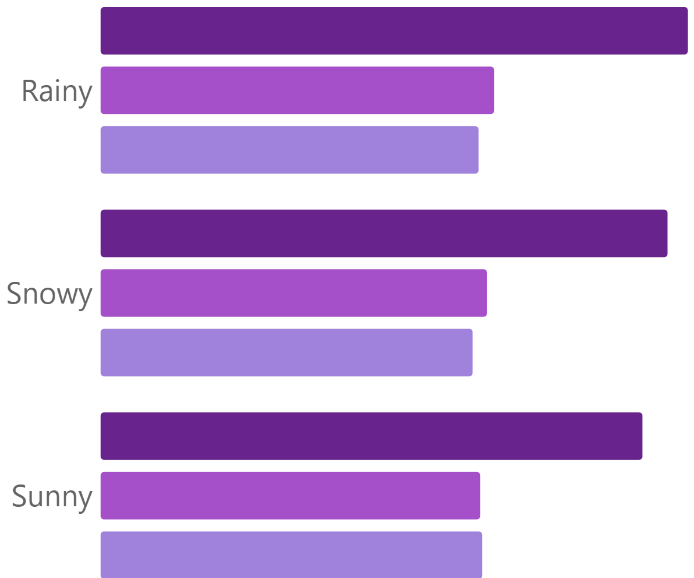
Rainy

Snowy

Sunny

Rainy 🌧️	3408	34.08%	
Snowy ❄️	3324	33.24%	
Sunny ☀️	3268	32.68%	

Transactions By Product Category

↩ Back

Electronics
Toys
Decorations
Food
Clothing
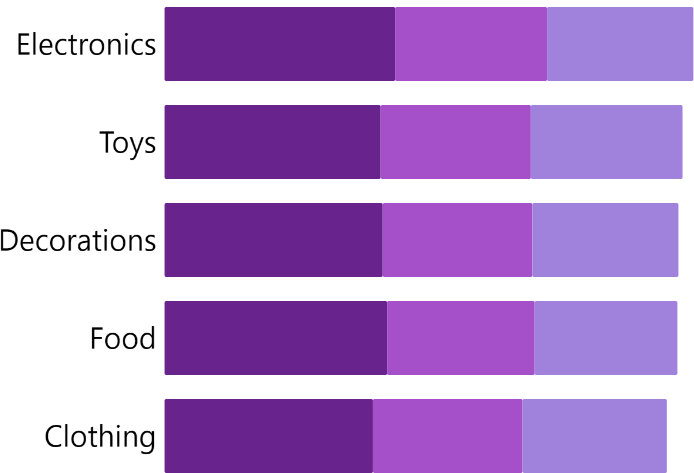
Clothing 📗	1950	19.50%	
Decorations 🎉	1995	19.95%	
Electronics 🖥️	2053	20.53%	
Food 🍔	1991	19.91%	
Toys 🧸	2011	20.11%	

DATAMERU

- Overview
- **Purchases**
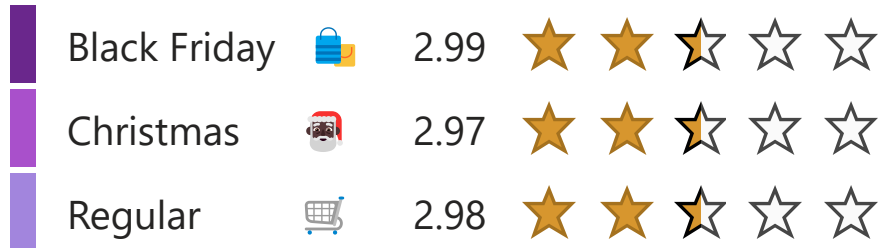- Operations

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Purchases

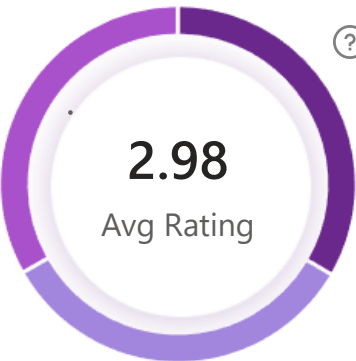Analyze customer preferences by satisfaction, demographics, pricing, purchase modes, and promotions
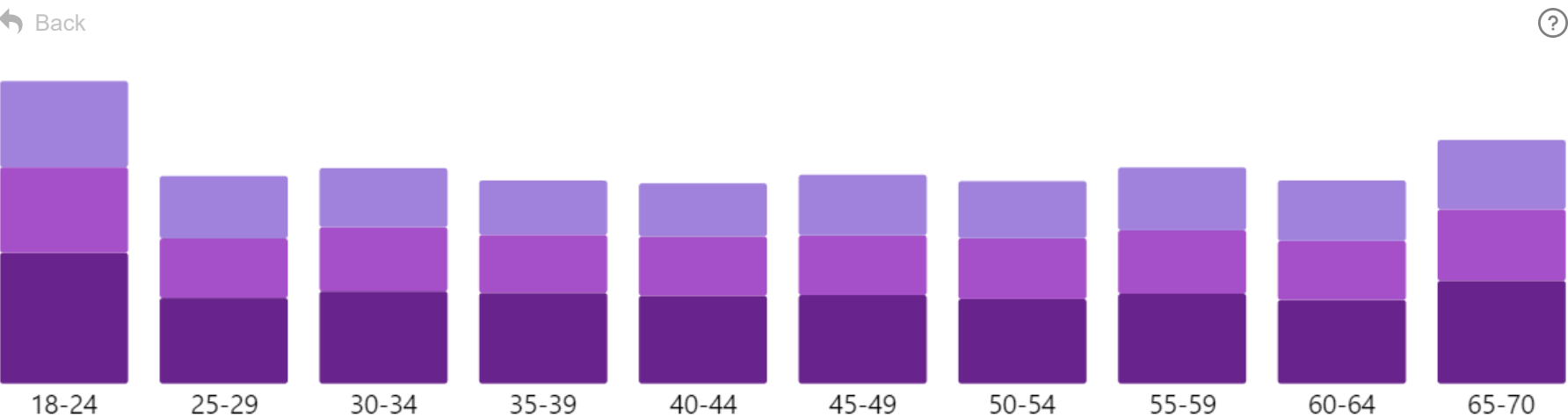
Customer Satisfaction

Black Friday 🛍️	2.99	⭐⭐⯨☆☆	
Christmas 🎅	2.97	⭐⭐⯨☆☆	
Regular 🛒	2.98	⭐⭐⯨☆☆	

2.98
Avg Rating

◉ Black Friday   ◉ Christmas   ◉ Regular

Transactions By Gender

↩ Back

- Male: 1.43K, 1.01K, 0.95K
- Other: 1.39K, 0.94K, 0.99K
- Female: 1.44K, 0.96K, 0.89K

Transactions By Unit Price Category

- 10-27
- 28-45
- 46-63
- 64-81
- 82-100

Transactions By Age Group

Drill down to see data for individual ages

↩ Back

18-24 | 25-29 | 30-34 | 35-39 | 40-44 | 45-49 | 50-54 | 55-59 | 60-64 | 65-70
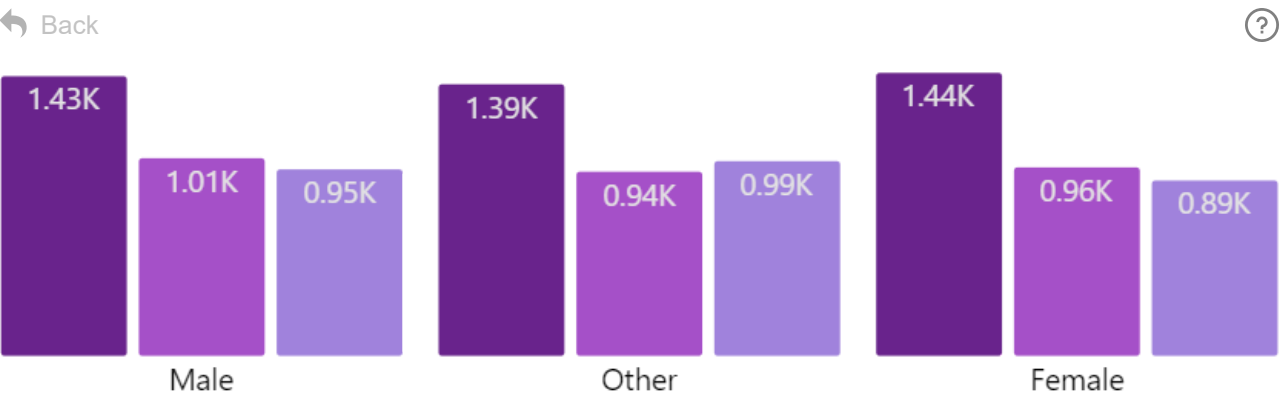
Transactions By Purchase Mode

↩ Back

- Online: 2.34K, 1.54K, 1.53K
- In-Store: 1.91K, 1.36K, 1.31K

Purchase Mode Trend

— In-Store   — Online

2018 | 2019 | 2020 | 2021 | 2022 | 2023
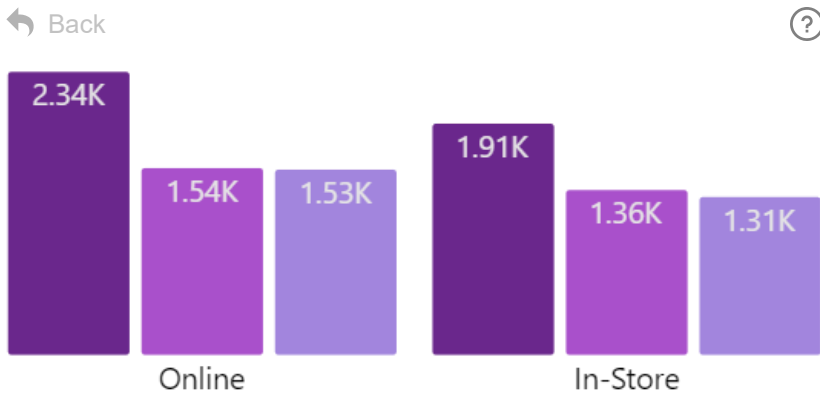
Transactions By Promotions

- Applied: 2.13K, 1.47K, 1.45K
- Not Applied: 2.13K, 1.44K, 1.39K
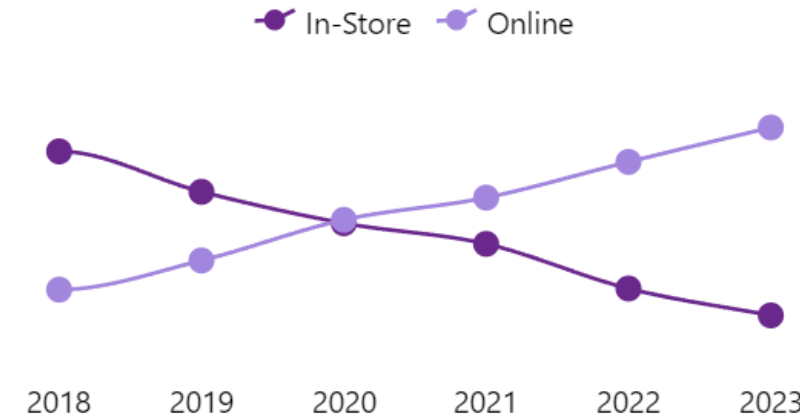
Transactions By Gift Wrapping

- Wrapped: 2.14K, 1.48K, 1.41K
- Unwrapped: 2.12K, 1.43K, 1.43K

DATAMERU
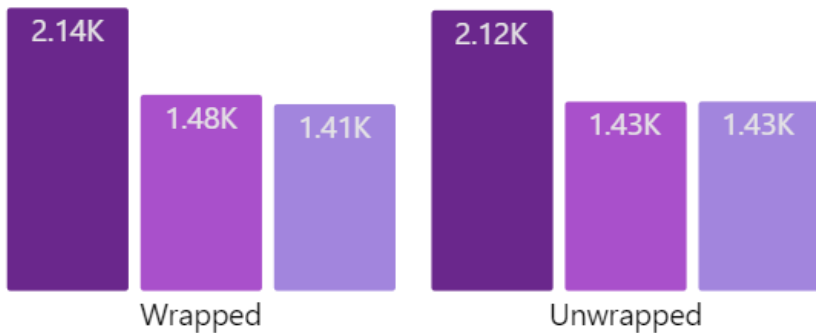
Operations
Analyze delivery times, returns, payment methods, shipping trends, and product performance

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Delivery Time (days)

Black Friday 🔒	3.00	
Christmas 🎅	3.00	
Regular 🛒	2.96	

2.99
Avg Delivery Time

Black Friday | Christmas | Regular

Returns Overview
Returns (Returned/Not-Returned) During Different Events

↩ Back

| 2.15K | 1.47K | 1.44K | 2.11K | 1.44K | 1.40K |

Returned   Not Returned
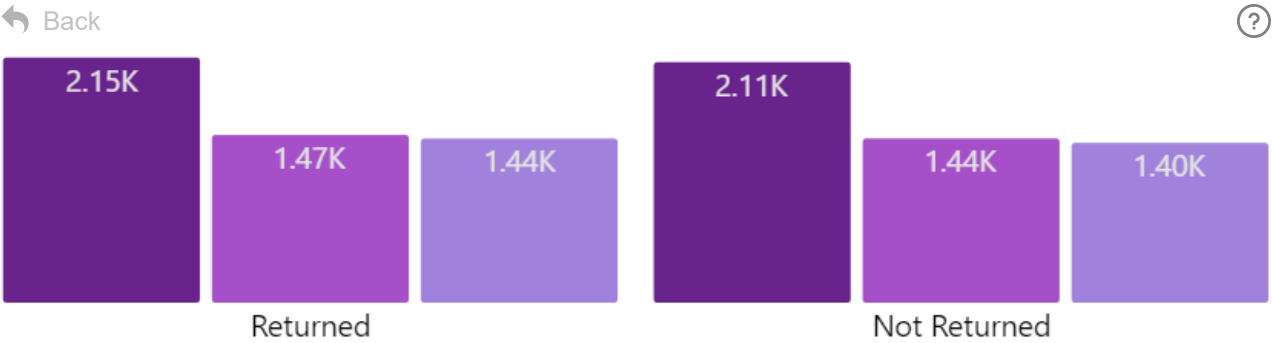
Shipping Methods
Shipping Methods vs How Much Each Was Used During Different Events

| 1.43K | 0.95K | 0.99K | 1.40K | 0.99K | 0.93K | 1.42K | 0.97K | 0.91K |

Express   Overnight   Standard
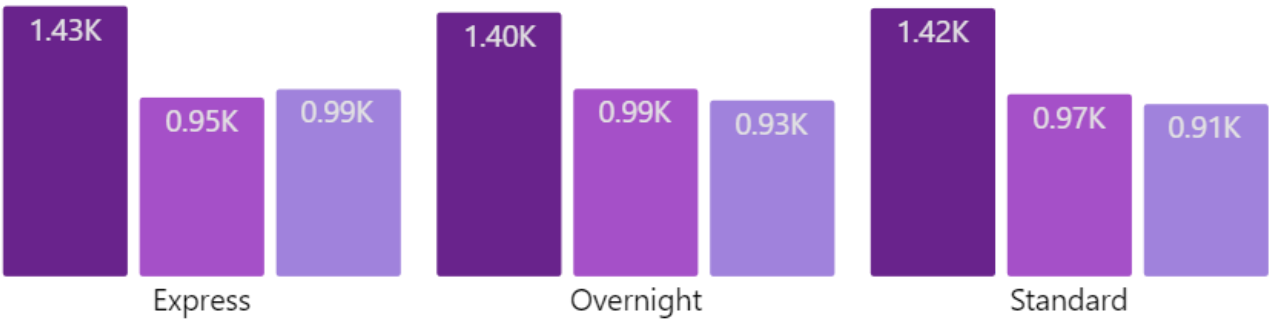
Payment Methods
Payment Methods vs How Much Each Was Used During Different Events

↩ Back

| 1.08K | 0.74K | 0.72K | 1.04K | 0.75K | 0.74K | 1.11K | 0.70K | 0.69K | 1.02K | 0.71K | 0.69K |

Cash   Online Payment   Credit Card   Debit Card
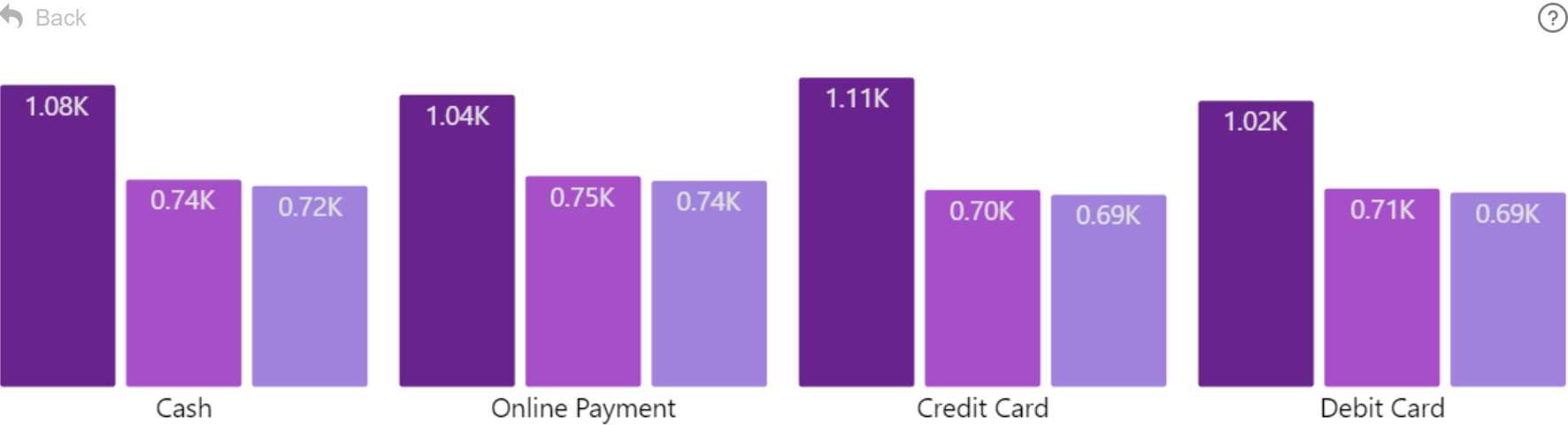
Product Performance Overview

Product Name	Product ID	Transactions	Sales Volume	Sales ($)
Clothing Product	1	2	5	245.31
Clothing Product	2	2	2	112.82
Clothing Product	3	1	2	151.41
Clothing Product	4	3	7	531.48
Clothing Product	5	1	3	280.90
Clothing Product	6	1	1	57.57
Clothing Product	7	3	8	280.70
Clothing Product	8	3	8	180.71
Clothing Product	9	2	7	382.21
Clothing Product	10	2	3	90.63
Clothing Product	11	1	5	406.44
Clothing Product	12	1	5	225.34