Maison Mart Retail Report: Income & Customer Analytics

Products — All
Country — All
Month & Year — All

$8.91M	4,339	5M	18.54K
Total Sales Revenue	Total Unique Customers	Total Quantity Sold	Total Invoices Issued

Sales by Country

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Sales Trend Report

(Sales trend from Dec 2010 to Dec 2011, rising to above $1.2M around Nov 2011 then dropping sharply)

Top Performing Customers by Sales

Customer	Sales
14646	$280.21K
18102	$259.66K
17450	$194.55K
16446	$168.47K
14911	$143.83K
12415	$124.91K
14156	$117.38K
17511	$91.06K
16029	$81.02K
12346	$77.18K

Top 5 Products by Sales

Product	Sales
Paper Craft , Little Birdie	$168.47K
Regency Cakestand 3 Tier	$142.59K
White Hanging ...	$100.45K
Jumbo Bag ...	$85.22K
Medium Ceramic Top Storage J...	$81.42K

Sales by Day of the Week

(Bar chart: Mon ~$1.3M, Tue ~$1.65M, Wed ~$1.55M, Thu ~$2.0M, Fri ~$1.45M, Sun ~$0.75M)

Sales & Revenue Overview | Sales Volume & Customer Insights | Pre-Analysis | In-Analysis | Observations & Recs

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Products: All
Country: All
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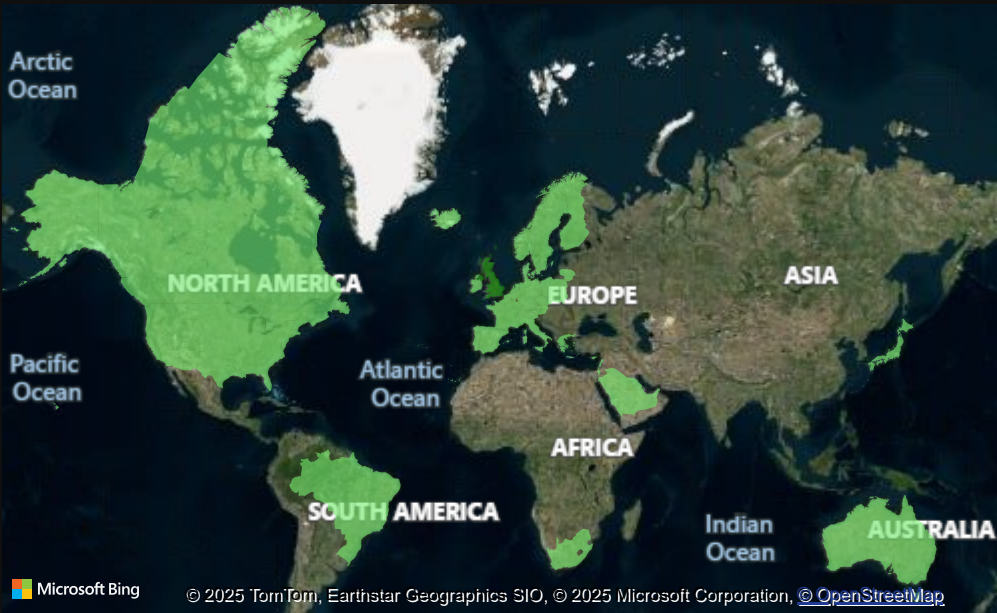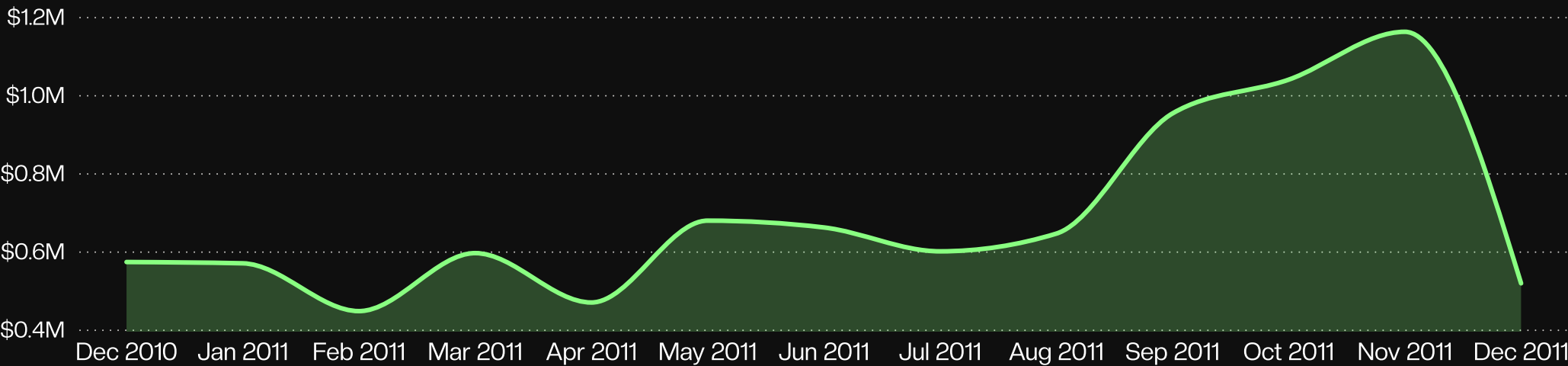**$8.91M** — Total Sales Revenue

4,339 — Total Unique Customers

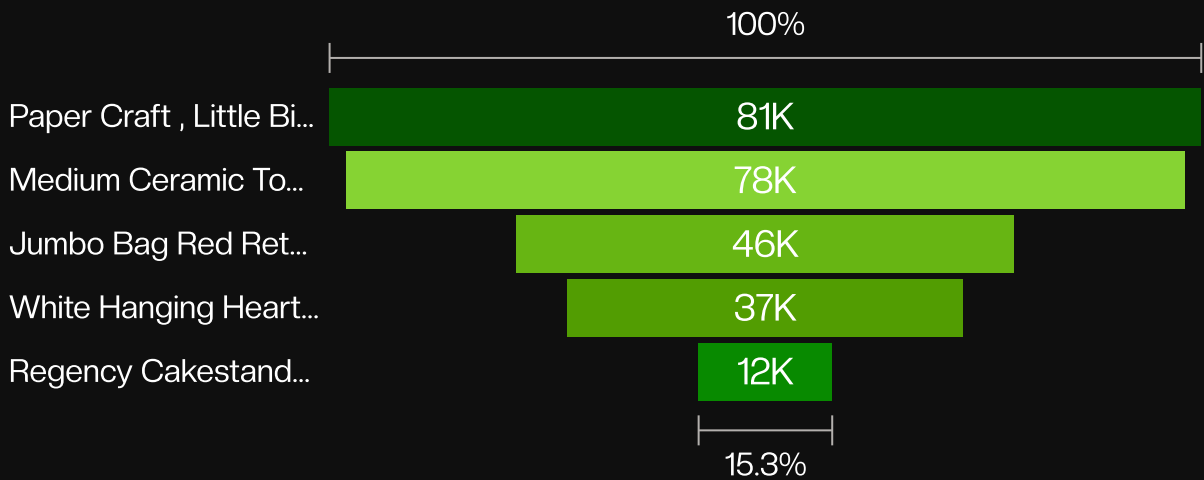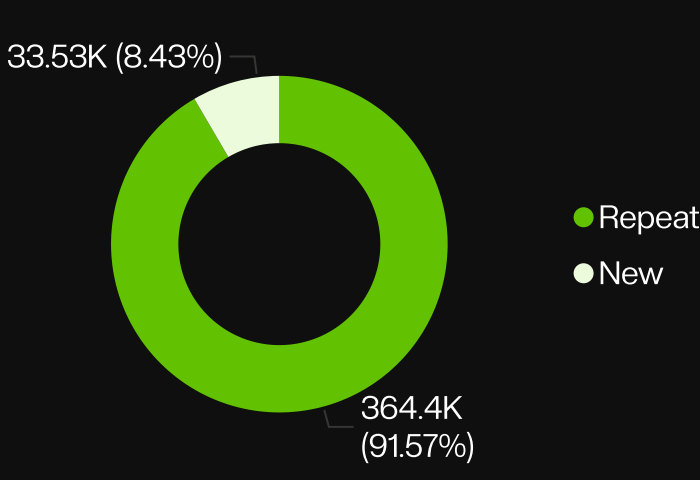**5M** — Total Quantity Sold

18.54K — Total Invoices Issued

Quantity Sold by Country

Microsoft Bing — © 2025 Microsoft Corporation

Top 5 Products by Quantity Sold

100%

Product	Quantity
Paper Craft , Little Bi...	81K
Medium Ceramic To...	78K
Jumbo Bag Red Ret...	46K
White Hanging Heart...	37K
Regency Cakestand...	12K

15.3%

Repeat vs New Customers

- 33.53K (8.43%) — New
- 364.4K (91.57%) — Repeat

● Repeat
○ New

Best Customers by Quantities Purchased
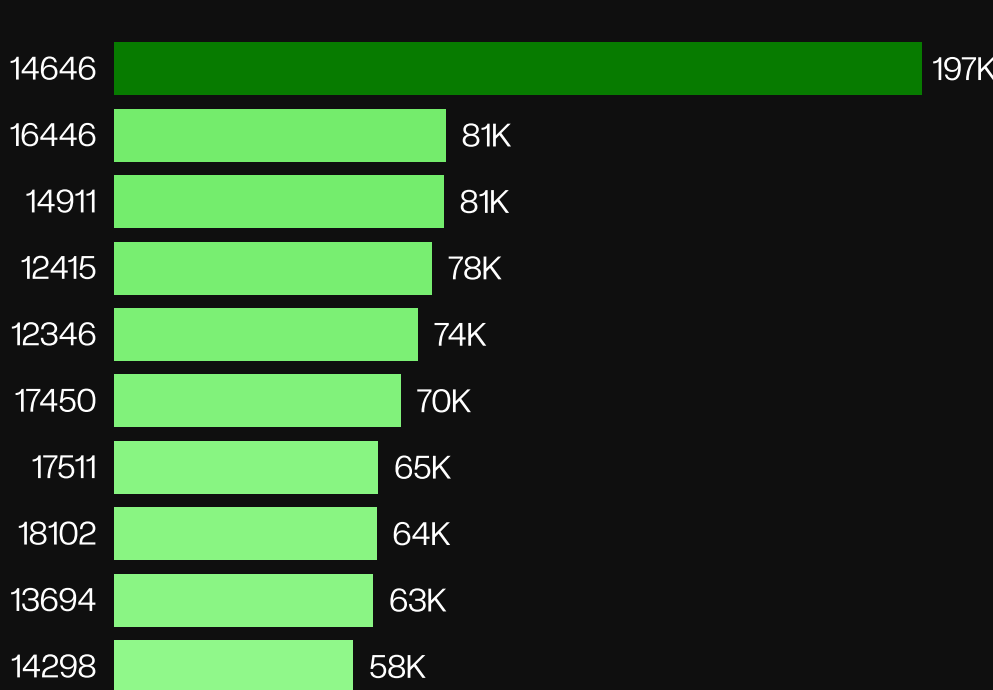
Customer	Quantity
14646	197K
16446	81K
14911	81K
12415	78K
12346	74K
17450	70K
17511	65K
18102	64K
13694	63K
14298	58K

Quantity Sold by Day of Week

Day	Quantity
Mon	~0.75M
Tue	~1.0M
Wed	~0.95M
Thu	~1.1M
Fri	~0.8M
Sun	~0.45M

(Y-axis: 0.0M, 0.5M, 1.0M)

Cancelled vs Successful Orders

- 9.29K (1.71%) — Cancelled
- 532.62K (98.29%) — Successful

● Successful
○ Cancelled

Sales & Revenue Overview | **Sales Volume & Customer Insights** | Pre-Analysis | In-Analysis | Observations & Recs

Maison Mart Retail Report: Income & Customer Analytics

Pre-Analysis Board

Project Objective

The objective of this analysis is to evaluate the sales performance of Maison Mart by uncovering trends in revenue and quantity sold across time, customer types, and geographical regions. This report aims to identify top-performing products and customers, analyse sales patterns by day and hour, and understand customer behaviour—particularly the distinction between repeat and new buyers. By leveraging cleaned transaction data from 2010 and 2011, the goal is to generate actionable insights that can guide business decisions around inventory management, customer retention strategies, and sales optimization.

Key Metrics and Dimensions

Metrics:

Total Sales Revenue, Total Quantity Sold, Number of Unique Invoices (Orders),

Number of Unique Customers, Average Sales per Invoice,

Top Products by Revenue / Quantity, Cancelled vs Successful Orders,

Repeat vs New Customers

Dimensions:

Time (Year, Month, Day of Week, Hour), Country, Product Description / Stock Code

Customer ID, Invoice No (to track orders)

Order Status (Cancelled or Successful), Customer Type (Repeat vs New)

Pre-Analysis Board

Project Questions & Analysis

1. What were the total sales and how did they trend over time?

2. Which products generated the most revenue?

3. Which products sold the most in quantity?

4. Who are the top-performing customers?

5. What countries contribute most to sales and quantity sold?

6. Which days and hours see the most orders?

7. What percentage of customers are repeat buyers vs new?

Potential Challenges or Limitations

1. No product categories (only descriptions, which are unstructured text).

2. No clear customer names — only Customer IDs.

3. Missing or null values in Customer ID for some orders (especially samples).

4. Lack of transaction-level details like payment method, discounts, or shipping fee.

5. Cleaned dataset would most likely remove "Cancelled" orders — which must be re-imported or calculated separately if needed.

6. Seasonal patterns may be hard to interpret due to missing months (if any).

7. Only two years of data (2010–2011), which may limit long-term trend insights.

Maison Mart Retail Report: Income & Customer Analytics

In-Analysis Observations

Monthly Sales Trends
Revenue peaked in November 2011 at $1.16M, followed by October 2011 at $1.04M. Interestingly, December 2011 ($518k) was lower than December 2010 ($572k), indicating a potential holiday dip or operational issue in Dec 2011.

Top Revenue-Generating Products
"Paper Craft, Little Birdie" led with $168.75K, followed by "Regency Cake stand 3 Tier" and "White Hanging Heart-T Light Holder". These items likely combine high price points and moderate volume.

Customer Value Distribution
Customer ID 14646 generated over $280K, while four others exceeded $140K, reflecting a strong dependency on a small group of high-value customers.

Sales by Weekday
Sales peaked on Thursdays ($1.98M), followed by Tuesdays and Wednesdays. No sales occurred on Saturdays, which is highly unusual for retail and may indicate a missed opportunity or system issue.

Geographic Revenue Insights
UK dominated with $7.3M, accounting for over 80% of total sales. Germany, Netherlands, France, and EIRE followed distantly, each under $300K.

Product Movement by Quantity
"Paper Craft, Little Birdie" led in quantity sold (81K units), confirming its popularity. But some high-volume items weren't top earners, indicating lower unit prices.

Customer Loyalty Breakdown
A large 91.57% of orders came from repeat customers. This high loyalty rate is excellent for retention but highlights the need to expand acquisition.

Order Success Rate
Out of all invoices, 98.29% were successful, with only 1.71% cancelled. This reflects strong operational efficiency.

In-Analysis Recommendations

Monthly Sales Trends
Investigate inventory, marketing, or delivery challenges in December 2011; re-strategize end-of-year promotions. Leverage on events like Valentine's Day in February and Easter in April to boost sales. Having strategic campaigns tailored for those specific seasons can boost sales significantly.

Top Revenue-Generating Products
Promote high-margin products more heavily and consider bundling with popular lower-priced items to boost order value.

Customer Value Distribution
Launch a loyalty rewards or exclusive offer program for high-value customers to maximize retention and repeat sales.

Sales by Weekday
Examine system logs and operational hours on Saturdays; activate weekend-focused sales campaigns to plug the gap.

Geographic Revenue Insights
Consider geo-targeted promotions and localized offerings to expand international revenue share.

Product Movement by Quantity
Evaluate pricing strategies for high-volume products and explore upselling or premium variants to raise margins.

Customer Loyalty Breakdown
Excellent retention — now focus on acquiring new customers via referral incentives, first-purchase discounts, or ad campaigns.

Order Success Rate
Maintain operational efficiency while analysing cancellation patterns for further improvement.

Maison Mart Retail Report: Income & Customer Analytics

Final Observations

Sales and Quantity Correlation
Not all high-revenue products had high sales volume — price plays a huge role. E.g., Regency Cake stand earned more but sold fewer units than Paper Craft.

Customer Behaviour Insight
Top customers also purchased the most in quantity, suggesting bulk buyers significantly influence revenue.

Weekday Sales Patterns
Thursdays dominate both sales and volume, revealing possible business buying behaviour. Sundays and Saturdays are underutilized, with Saturdays showing 0 sales.

Geographical Trends
The UK is the strongest market by far — indicating local brand loyalty or warehouse location proximity. There's potential in EIRE and Germany, which may scale with better targeting.

Loyalty & Retention Strength
With over 91% repeat customers, the store demonstrates strong retention. But this also shows a narrow acquisition funnel.

Operational Performance
Low cancellation rate (1.71%) is a testament to strong logistics or accurate stockkeeping.

Final Recommendations

Sales and Quantity Correlation
We should adjust pricing on premium, low-volume items like Regency Cakestand — bundle or discount to encourage volume. For fast-movers like Paper Craft, explore ways to boost revenue per unit.

Customer Behaviour Insight
Top customers buy in bulk and drive revenue. Let's introduce loyalty perks or exclusive offers to retain and grow this segment.

Weekday Sales Patterns
Thursdays are strong — likely business buyers. Saturdays show zero sales, which we must investigate. I recommend weekend promos or system checks to recover lost potential.

Geographical Trends
The UK leads sales — keep optimizing. But EIRE and Germany show promise. Let's invest in local campaigns and assess logistics to scale them.

Loyalty & Retention Strength
91% repeat rate is great — but we're not acquiring enough new customers. We need first-time buyer offers and referral campaigns to expand reach.

Operational Performance
A 98% success rate is solid. Still, we should review cancellations quarterly to catch any trends early and maintain efficiency.