

Maison Mart Retail Report: Income & Customer Analytics

Products

All

Country

All

Month & Year

All

£8.91M

Total
Sales Revenue

4,339

Total
Unique Customers

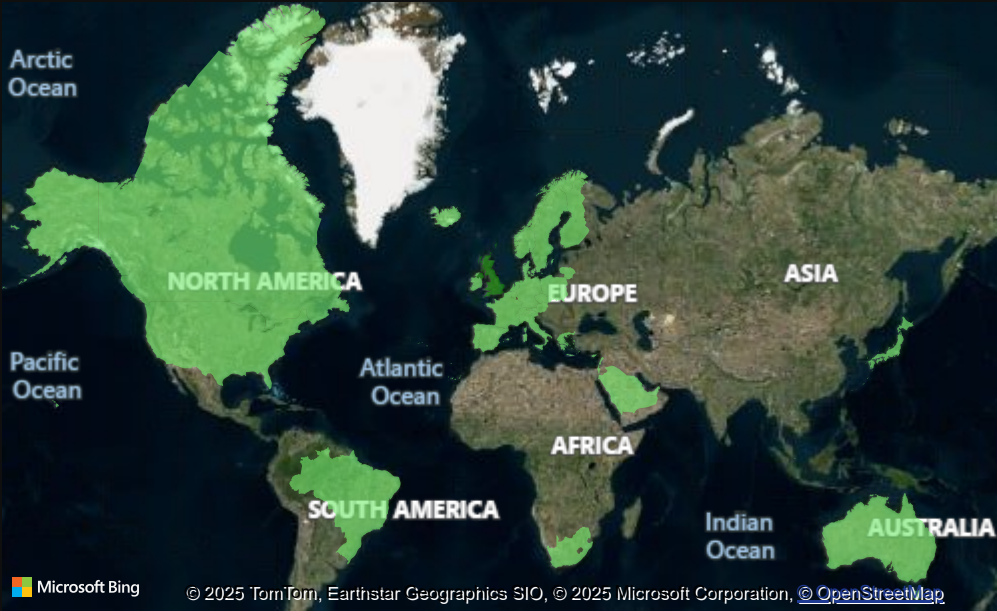
5M

Total
Quantity Sold

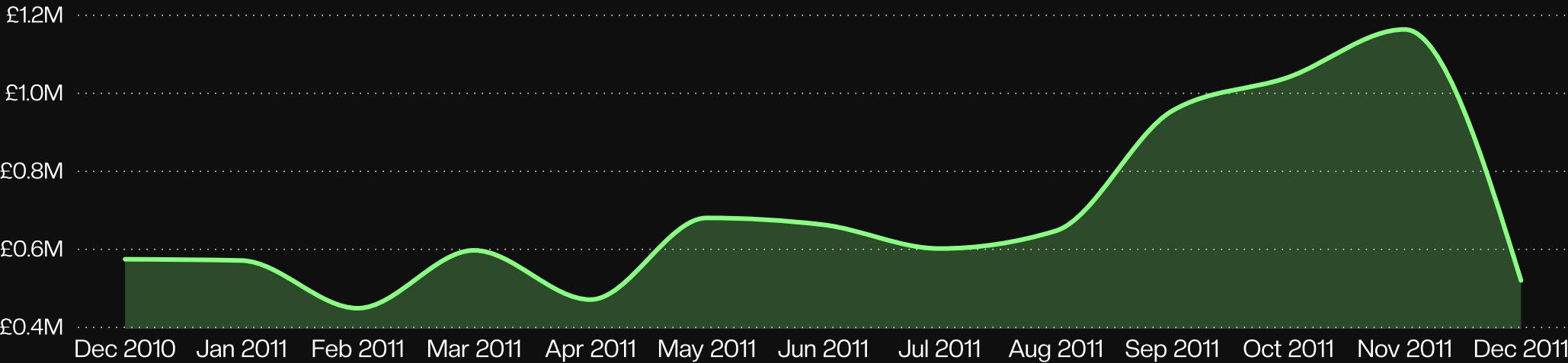
18.54K

Total
Invoices Issued

Sales by Country



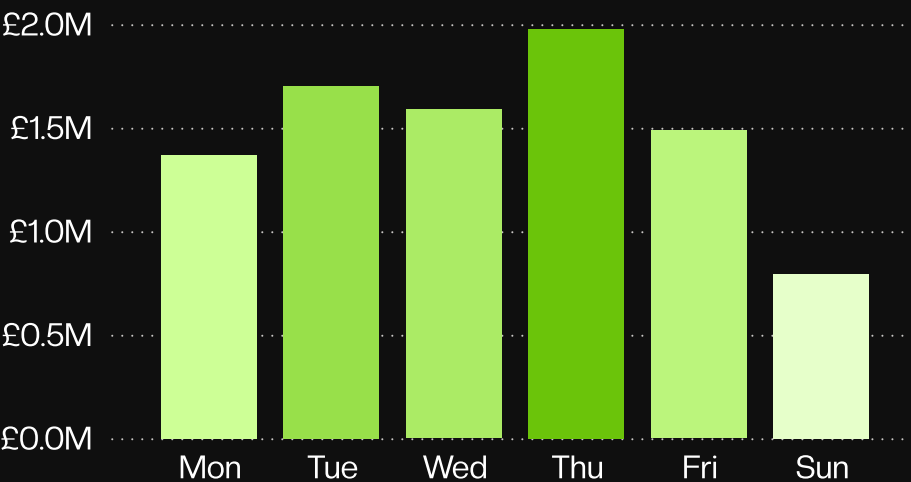
Sales Trend Report



Top 5 Products by Sales

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

Sales by Day of the Week



Top Performing Customers by 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

Sales & Revenue Overview

Sales Volume & Customer Insights

Pre-Analysis

In-Analysis

Observations & Recs

Maison Mart Retail Report: Income & Customer Analytics

Products

All

Country

All

Month & Year

All

£8.91M

Total
Sales Revenue

4,339

Total
Unique Customers

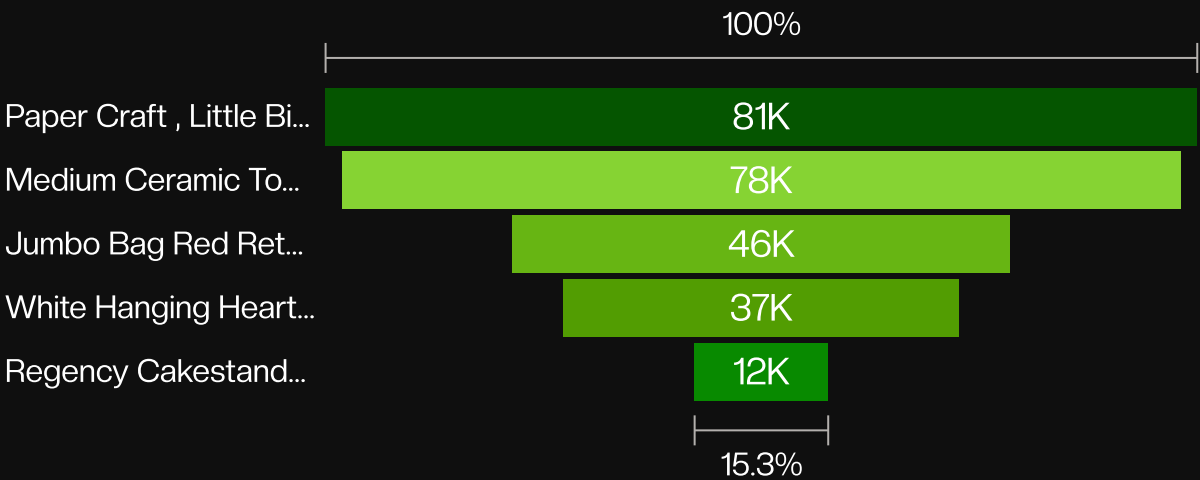
5M

Total
Quantity Sold

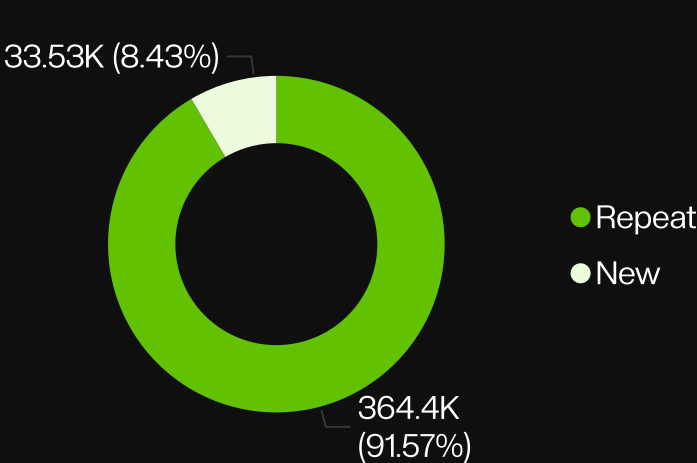
18.54K

Total
Invoices Issued

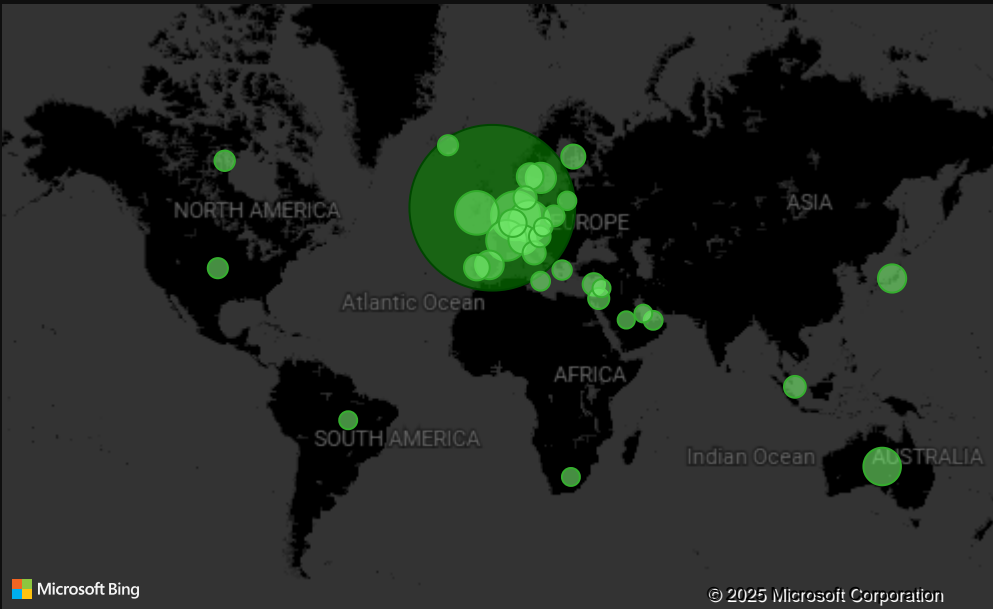
Top 5 Products by Quantity Sold



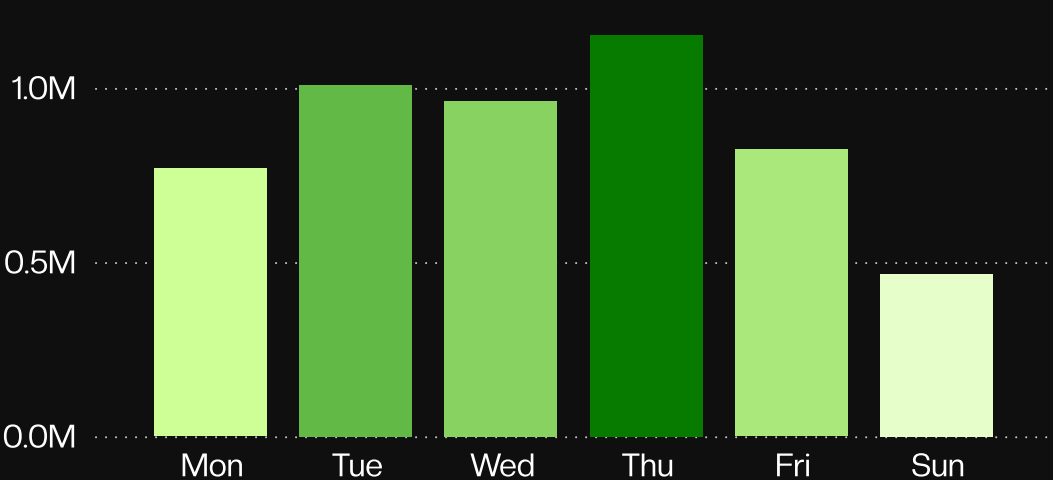
Repeat vs New Customers



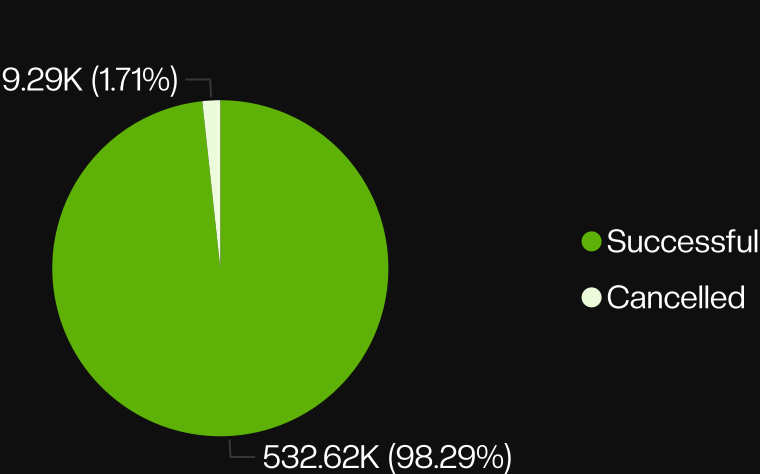
Quantity Sold by Country



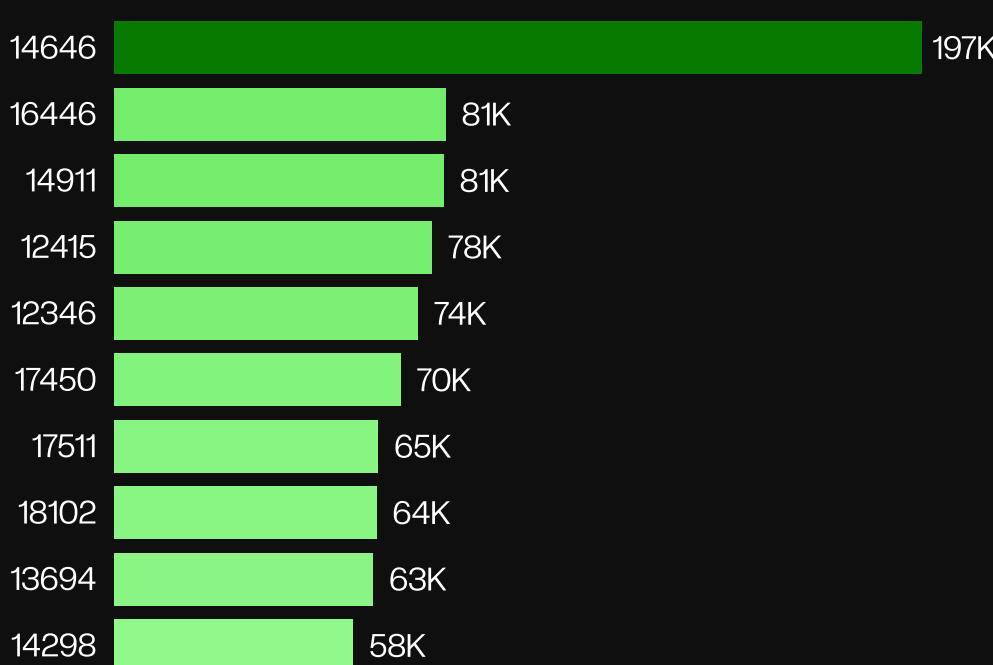
Quantity Sold by Day of Week



Cancelled vs Successful Orders



Best Customers by Quantities Purchased



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.