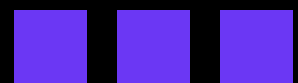
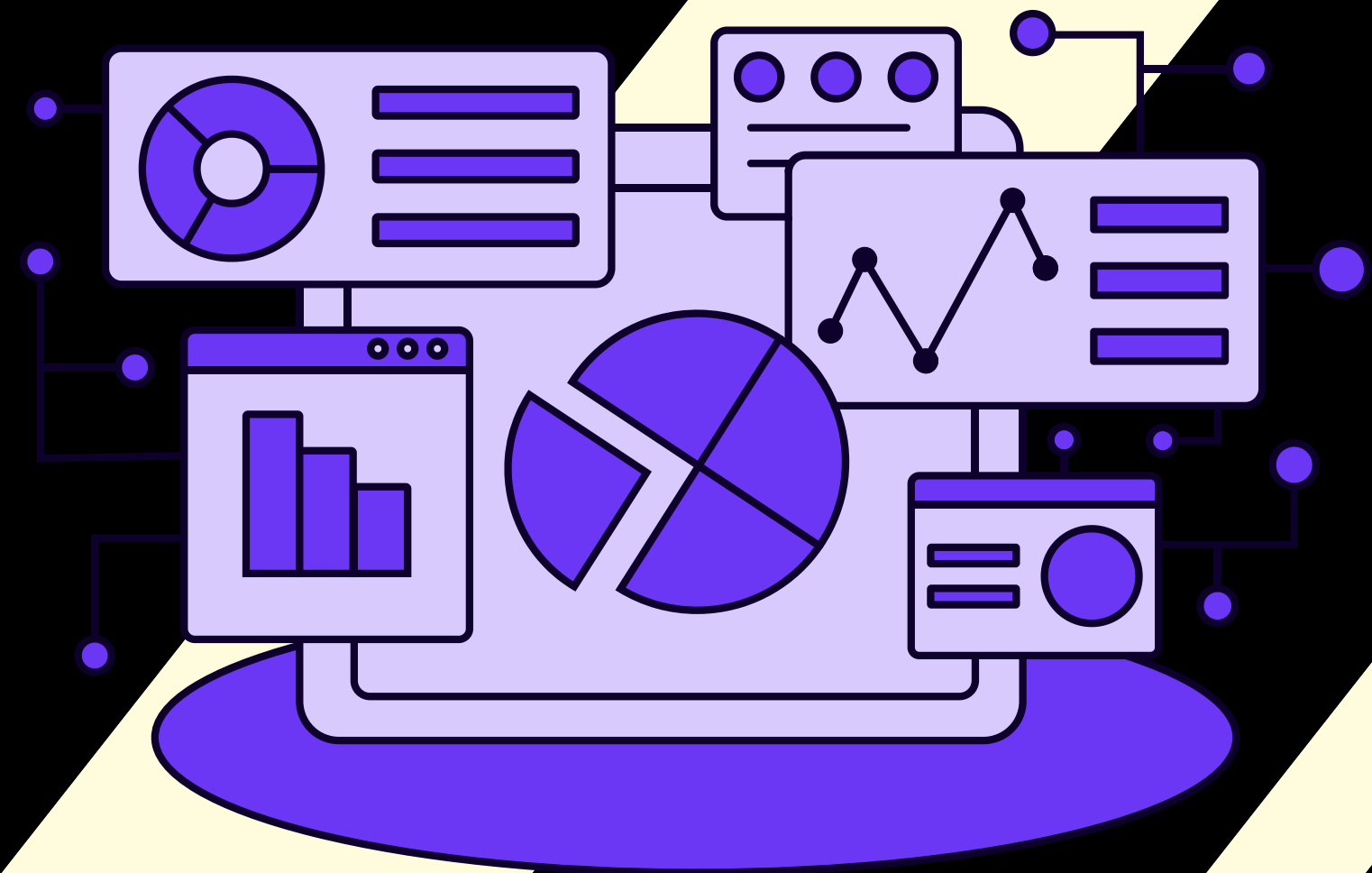


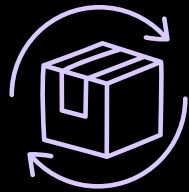
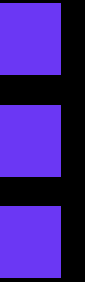
Retail Insights

# SALES PERFORMANCE

Review and Recommendations



# Data Audit



Returns and cancellations detected and excluded



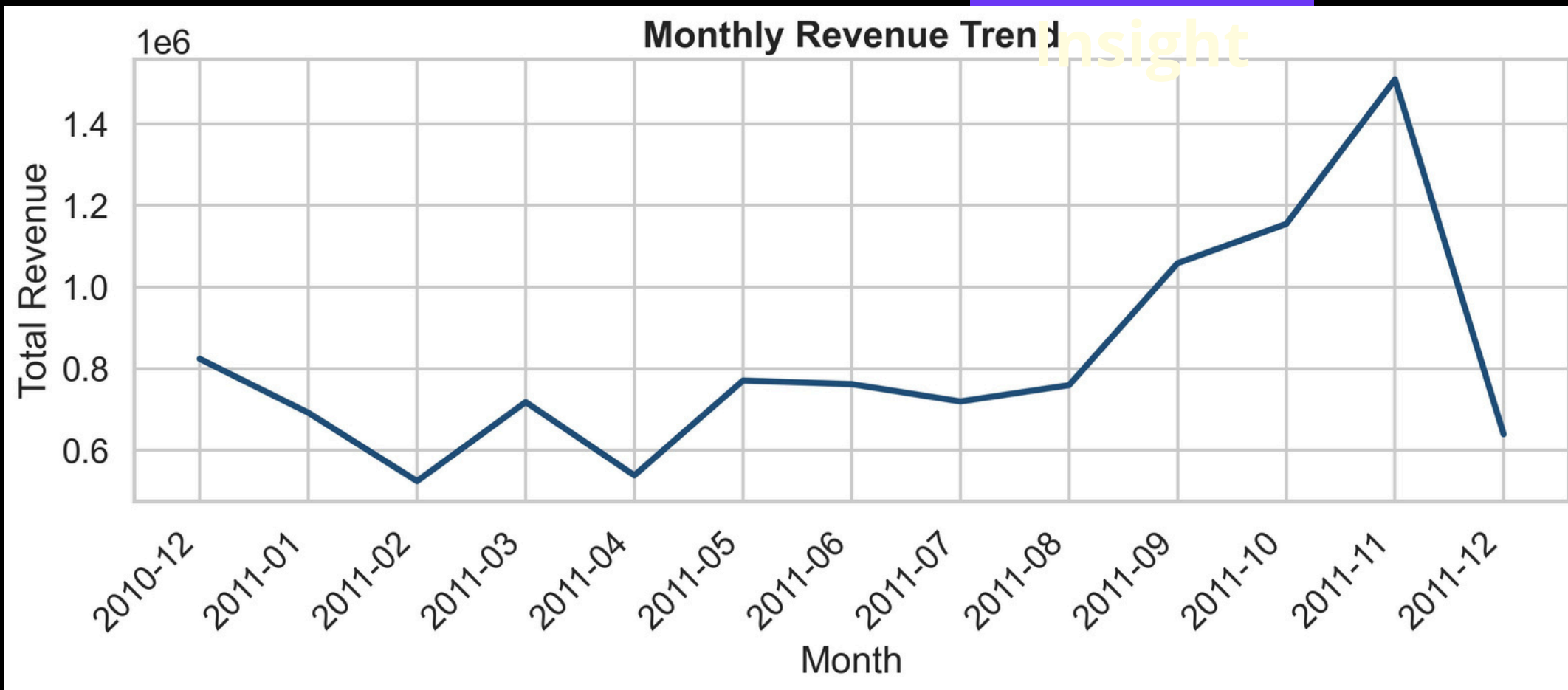
Non-product revenue separated



Analysis conducted based on genuine sales

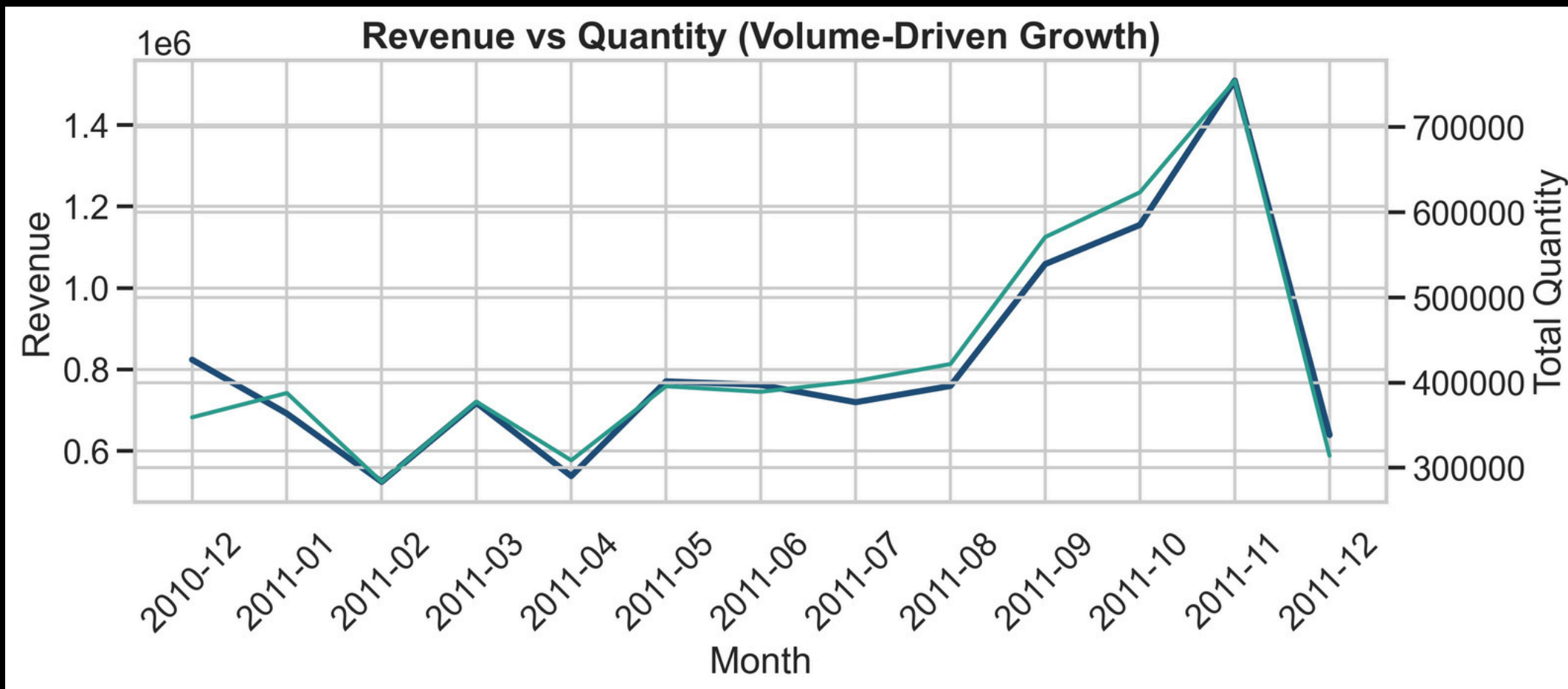
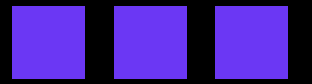
*“The insights are only meaningful if the data has quality”*

# Key Insights



- Revenue increases sharply after the summer period
- Peak performance occurs in early autumn (Sep–Nov)
- December shows a strong decline driven by lower sales volume

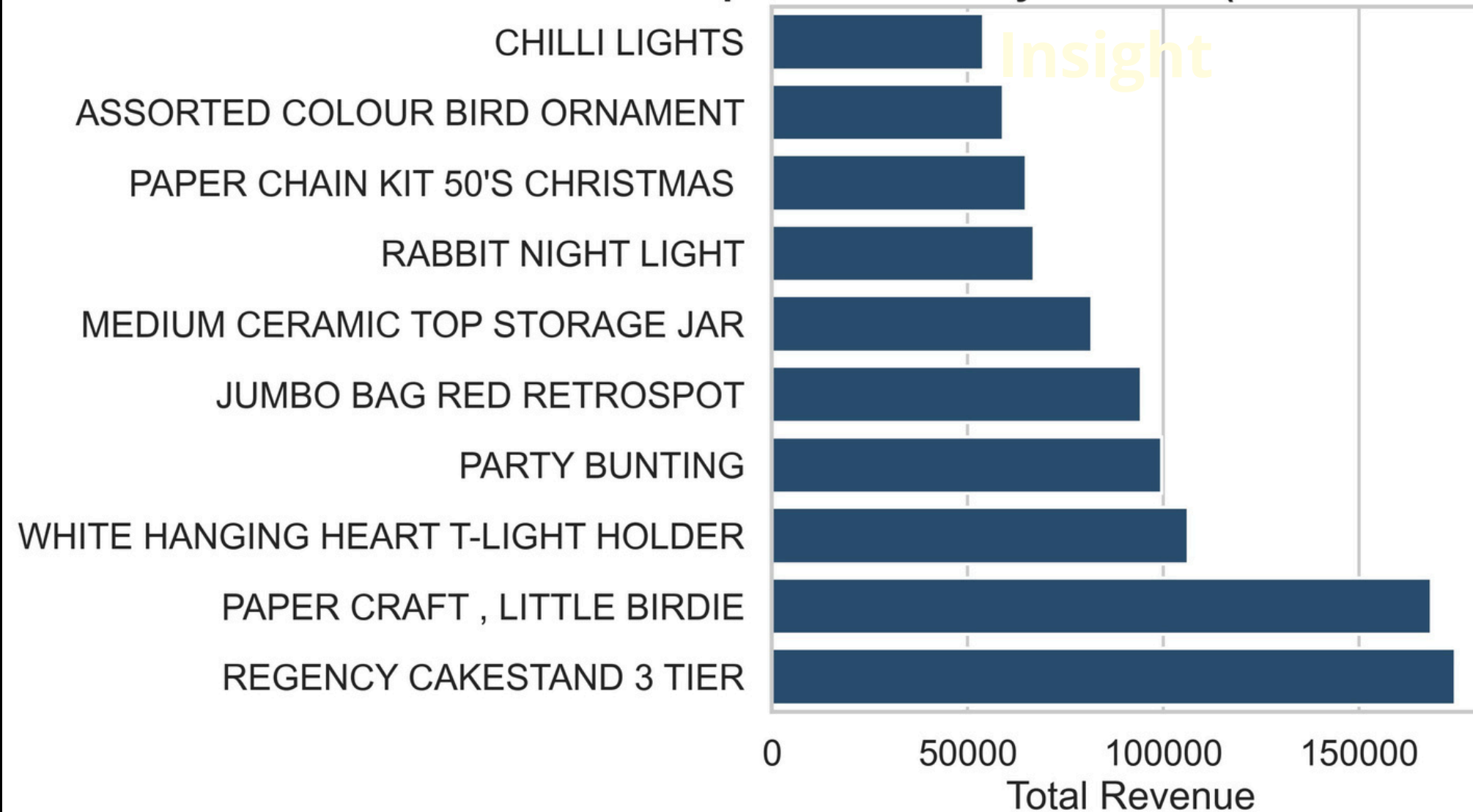
# Revenue VS Quantity



- The chart shows that the revenue growth is mostly affected by quantity and NOT pricing
- The average unit price is mostly stable

# Top Products by Revenue

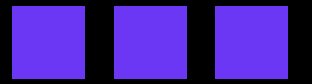
Top 10 Products by Revenue (Merchandise Only)



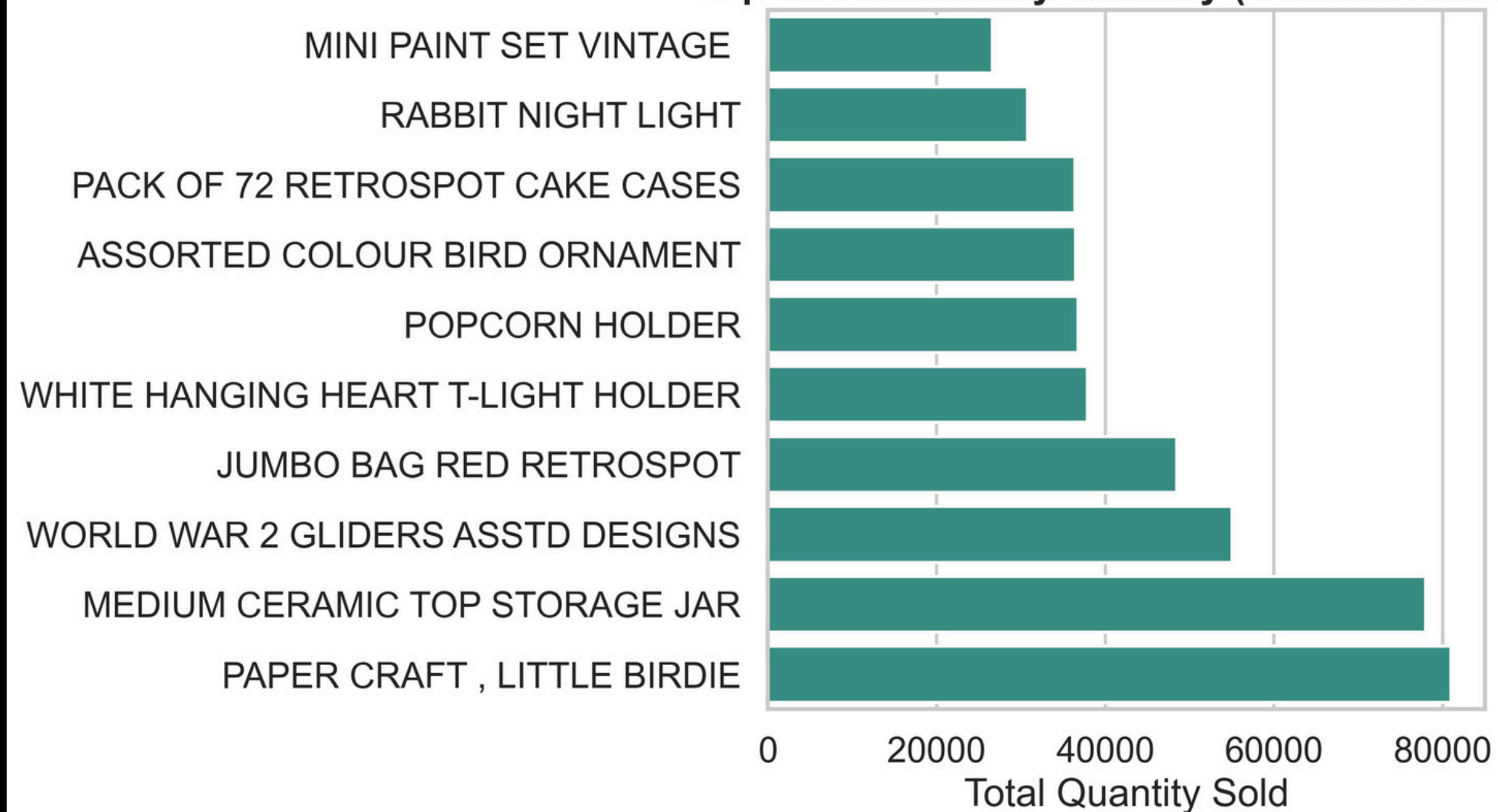
- Small set of products carry disproportionate revenue

PROTECT STOCK  
AVOID AGGRESSIVE DISCOUNTS

# Top Products by Qnty

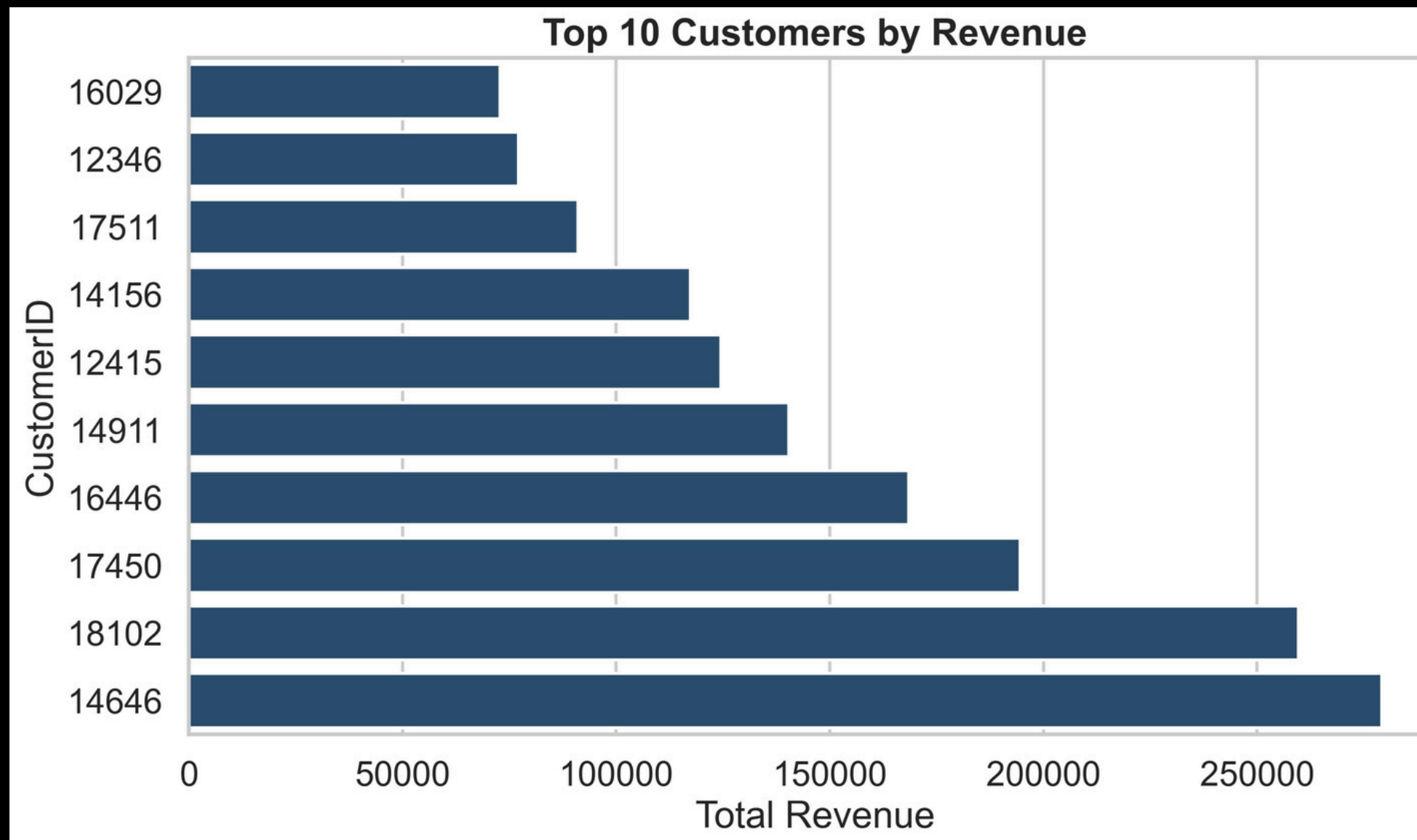


Top 10 Products by Quantity (Demand Drivers)



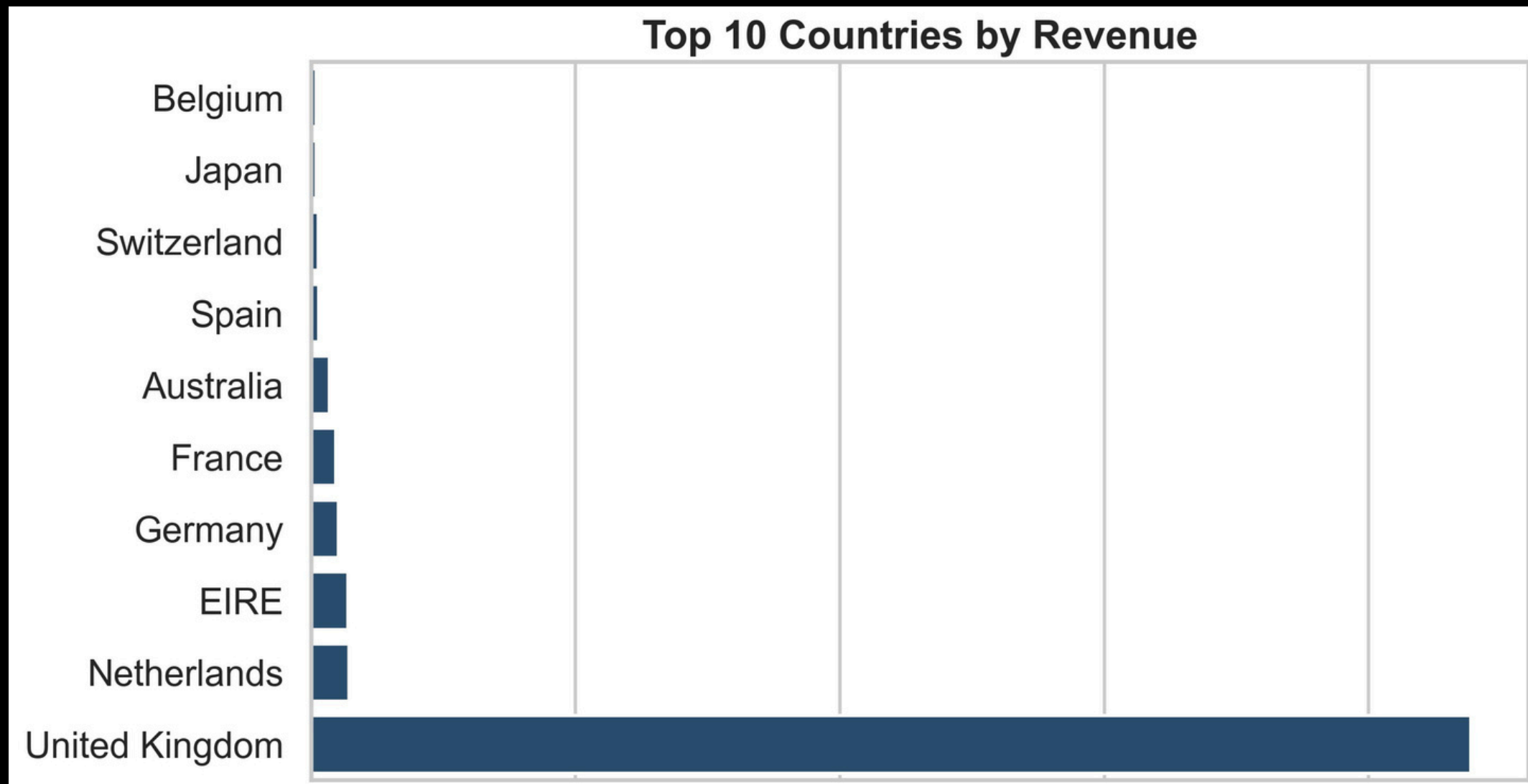
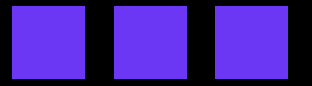
- Many of the items which are popular are low-priced
- These kinds of product can definitely drive traffic and order frequency

# Top Customers / Revenue



The chart shows that a portion of the revenue is dependent on certain customers.

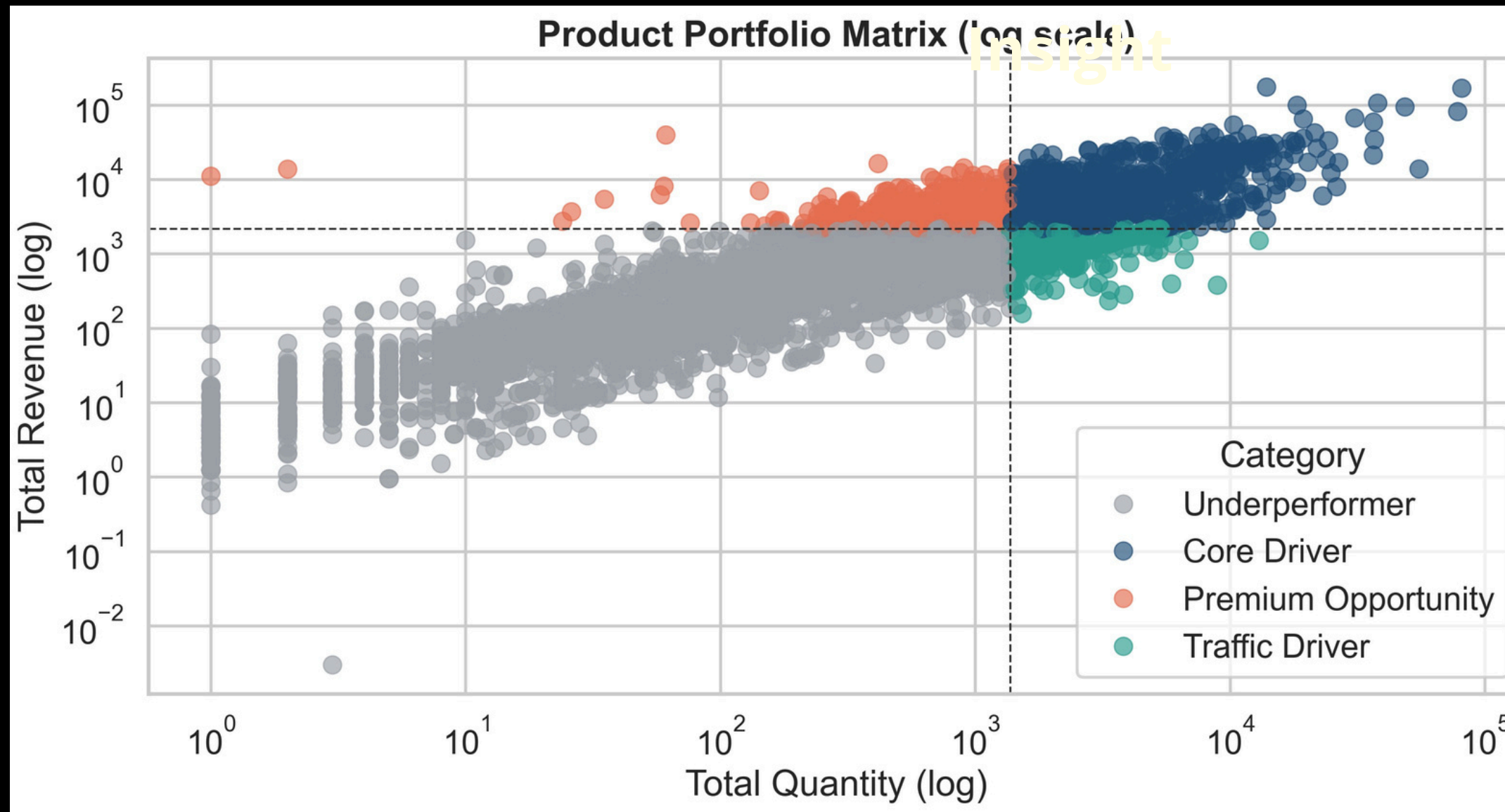
# Revenue VS Quantity



- United Kingdom is dominating the revenue
- International markets are secondary but have some potential



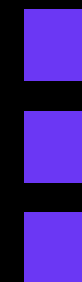
# Strategy Matrix



- Core Drivers → protect
- Traffic Drivers → bundle / small discounts
- Premium → visibility, not discounts
- Underperformers → clearance or removal



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# CONTACT ME

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