

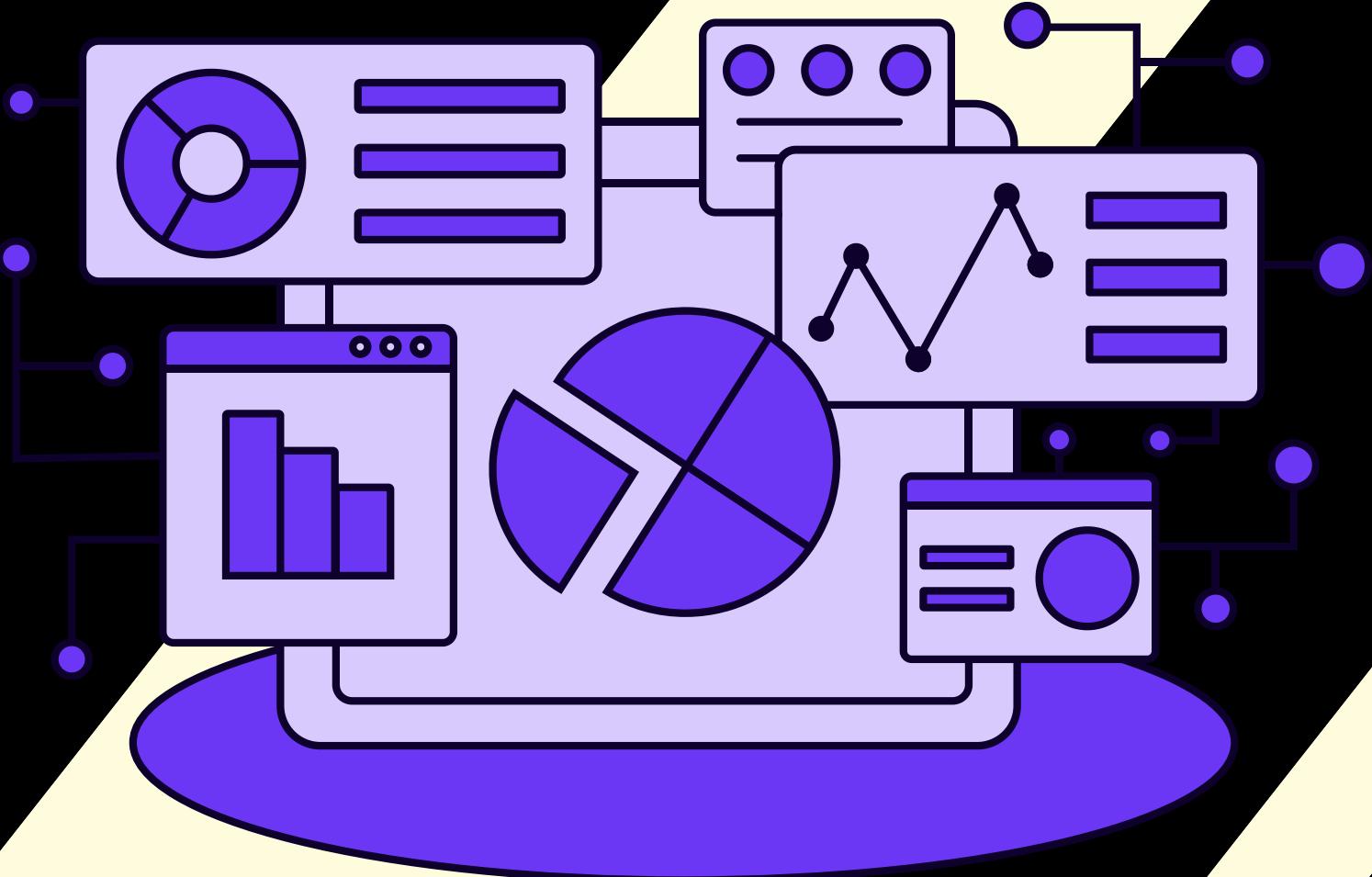


Nikolas Antoniou

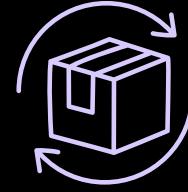
Retail Insights

SALES PERFORMANCE

Review and Recommendations



Data Audit



Returns and cancellations detected and excluded



Non-product revenue separated

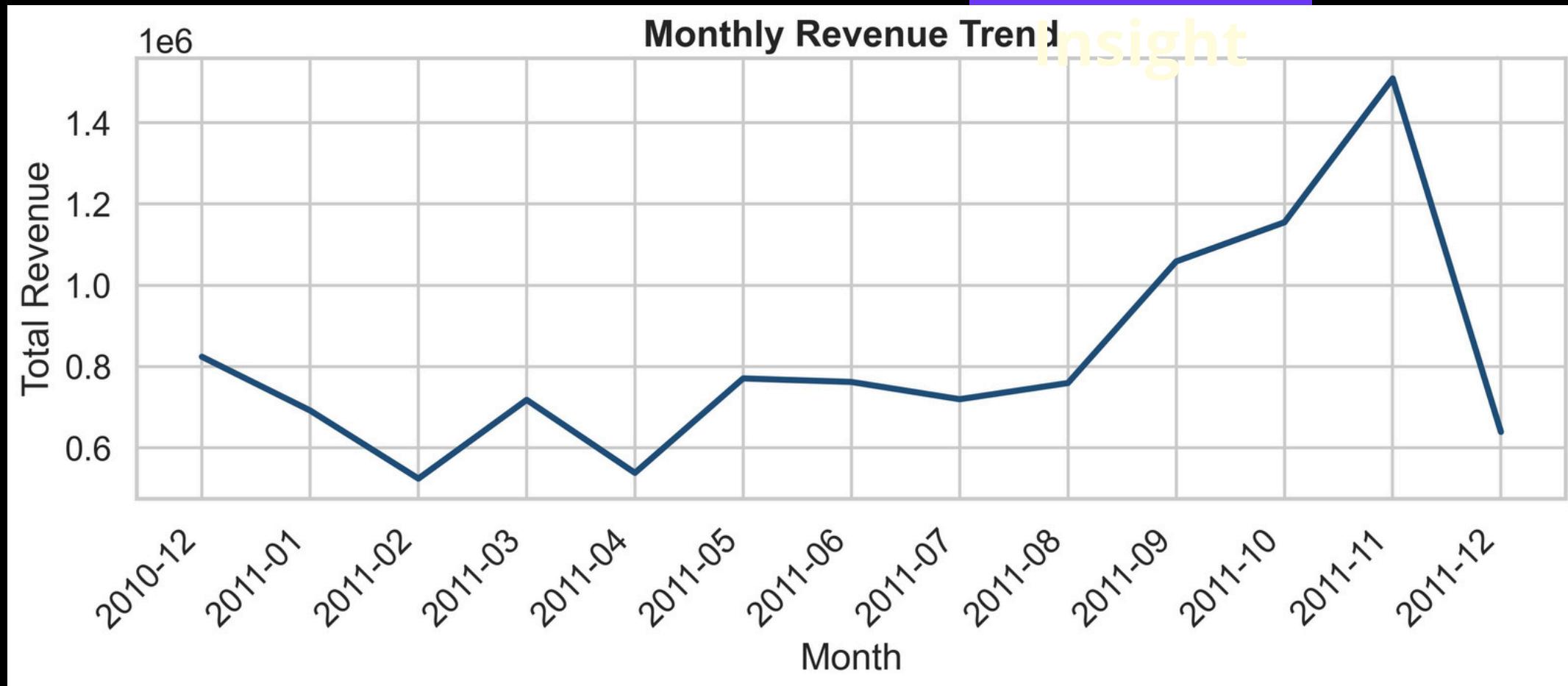


Analysis conducted based on genuine sales

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

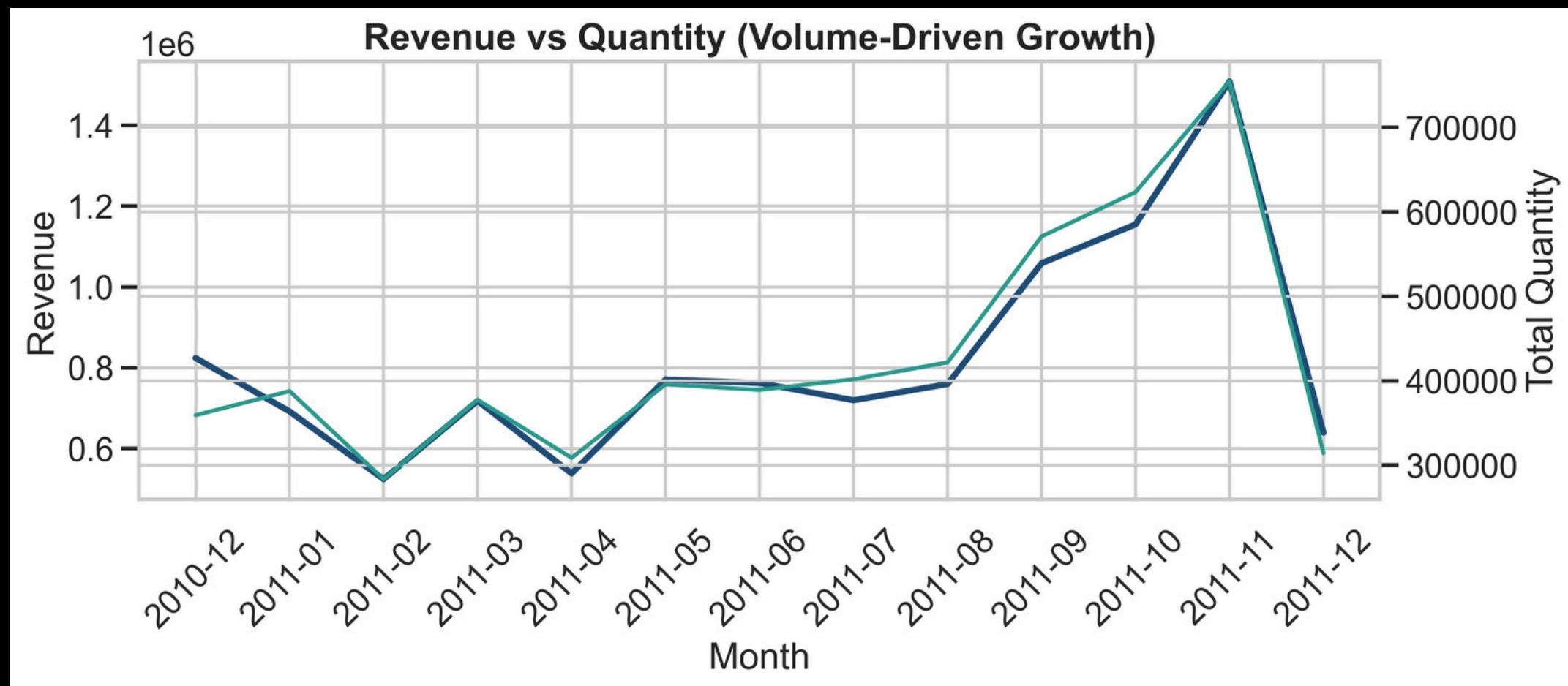


Key Insights



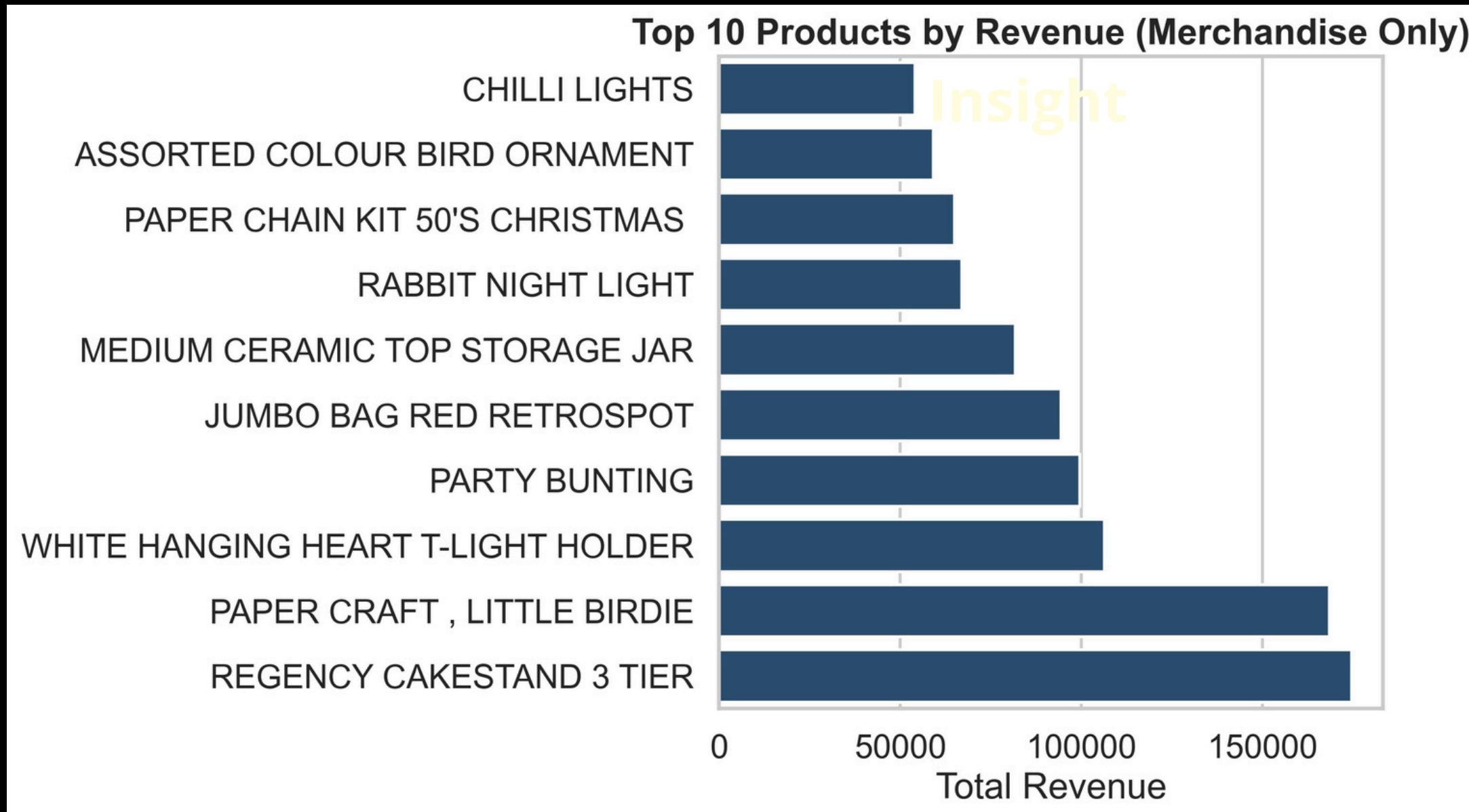
- Revenue increases sharply after the summer period
- Peak performance occurs in early autumn (Sep–Nov)
- December shows a strong decline driven by lower sales volume

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

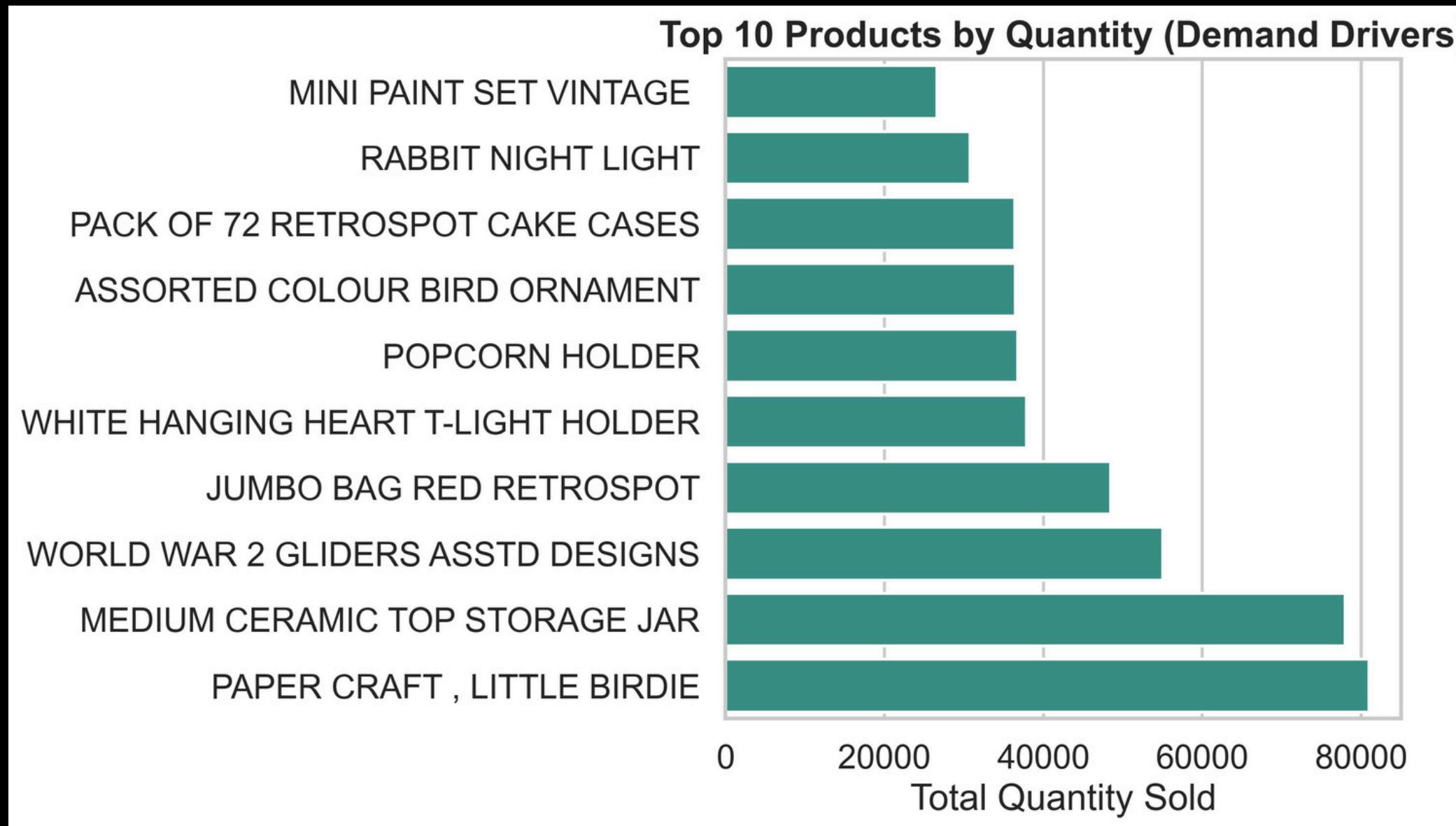
Top Products by Revenue



- Small set of products carry disproportionate revenue

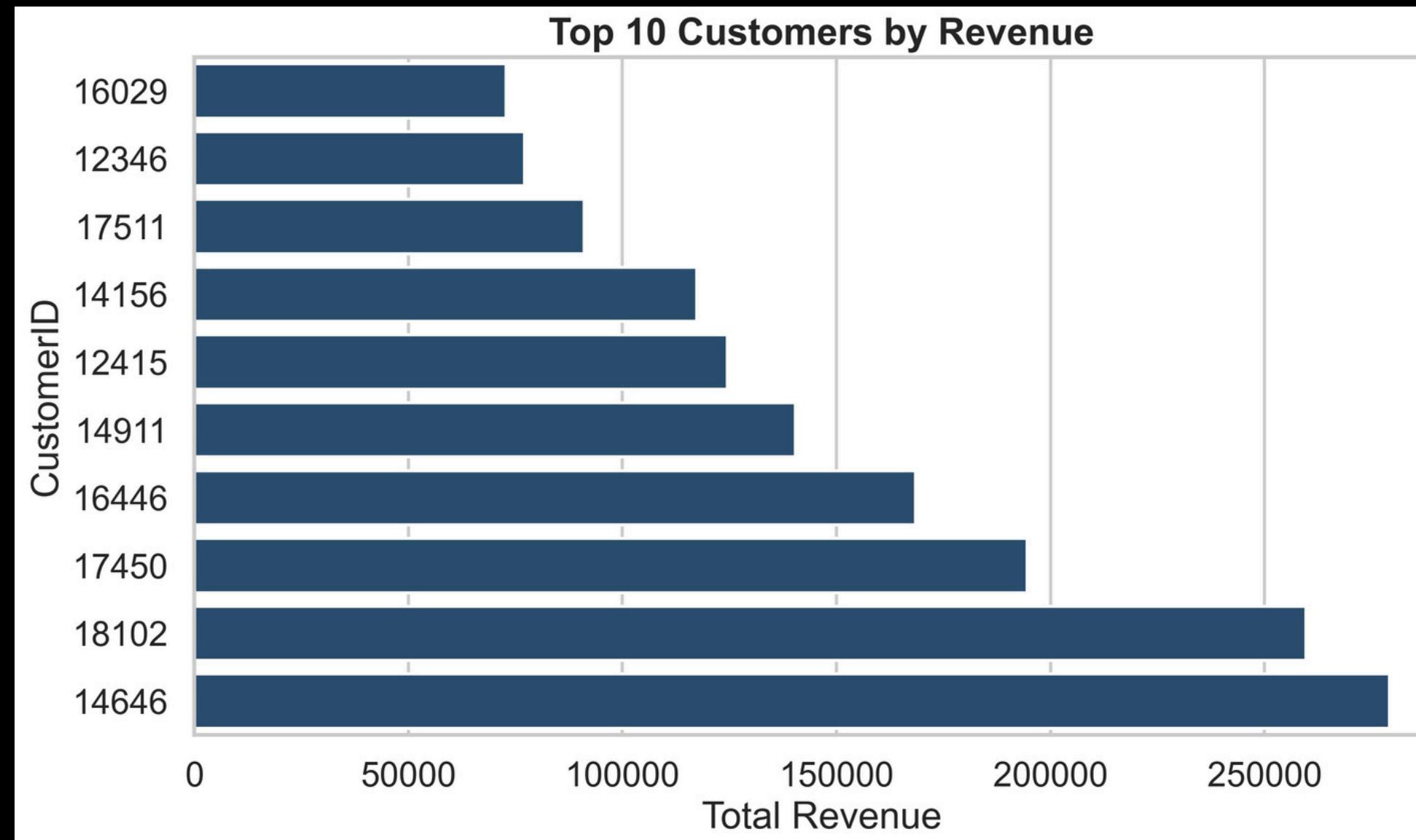
PROTECT STOCK
AVOID AGGRESSIVE DISCOUNTS

Top Products by Qnty



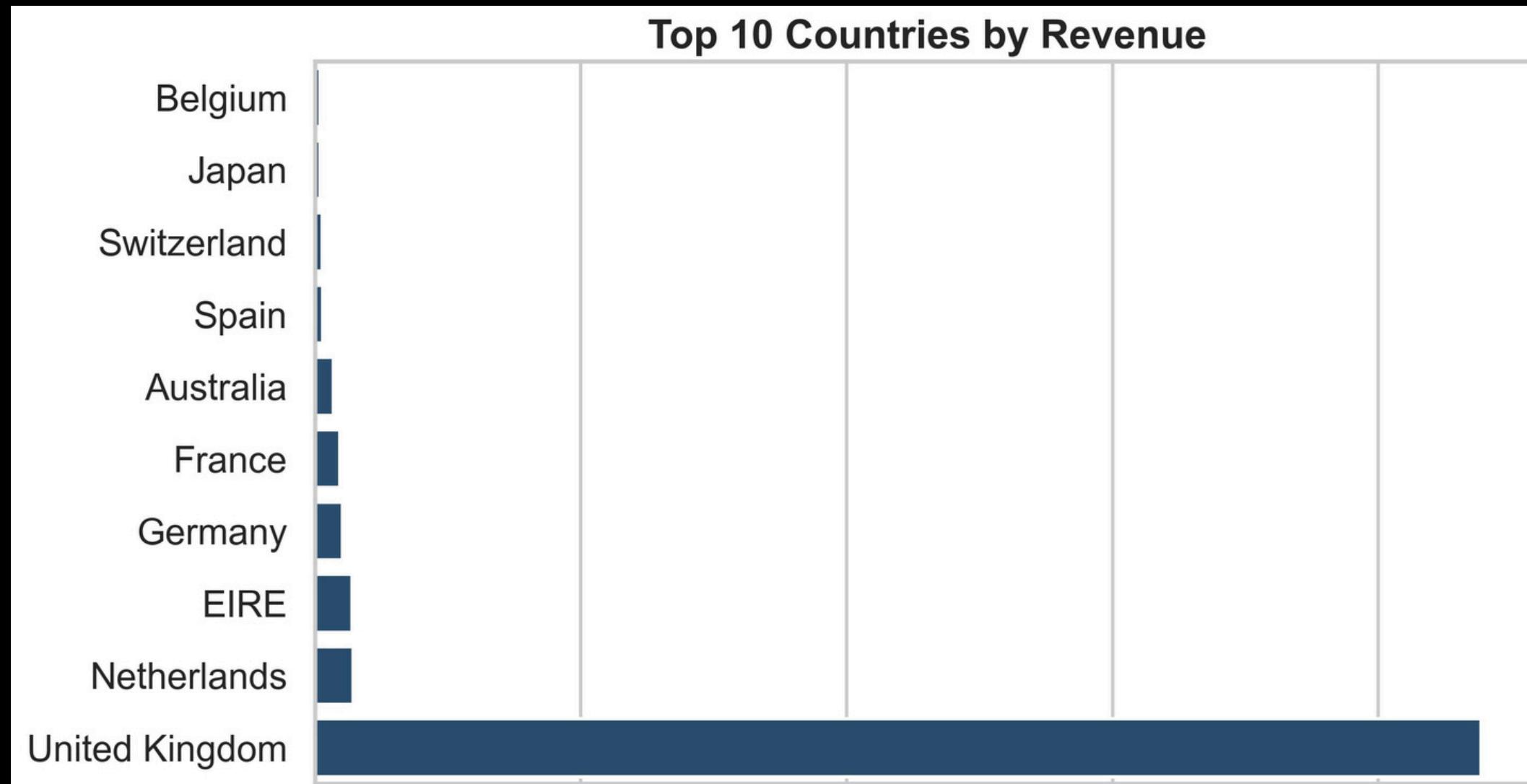
- Many of the items which are popular are low-priced
- These kinds of product can definately drive traffic and order frequency

Top Customers / Revenue



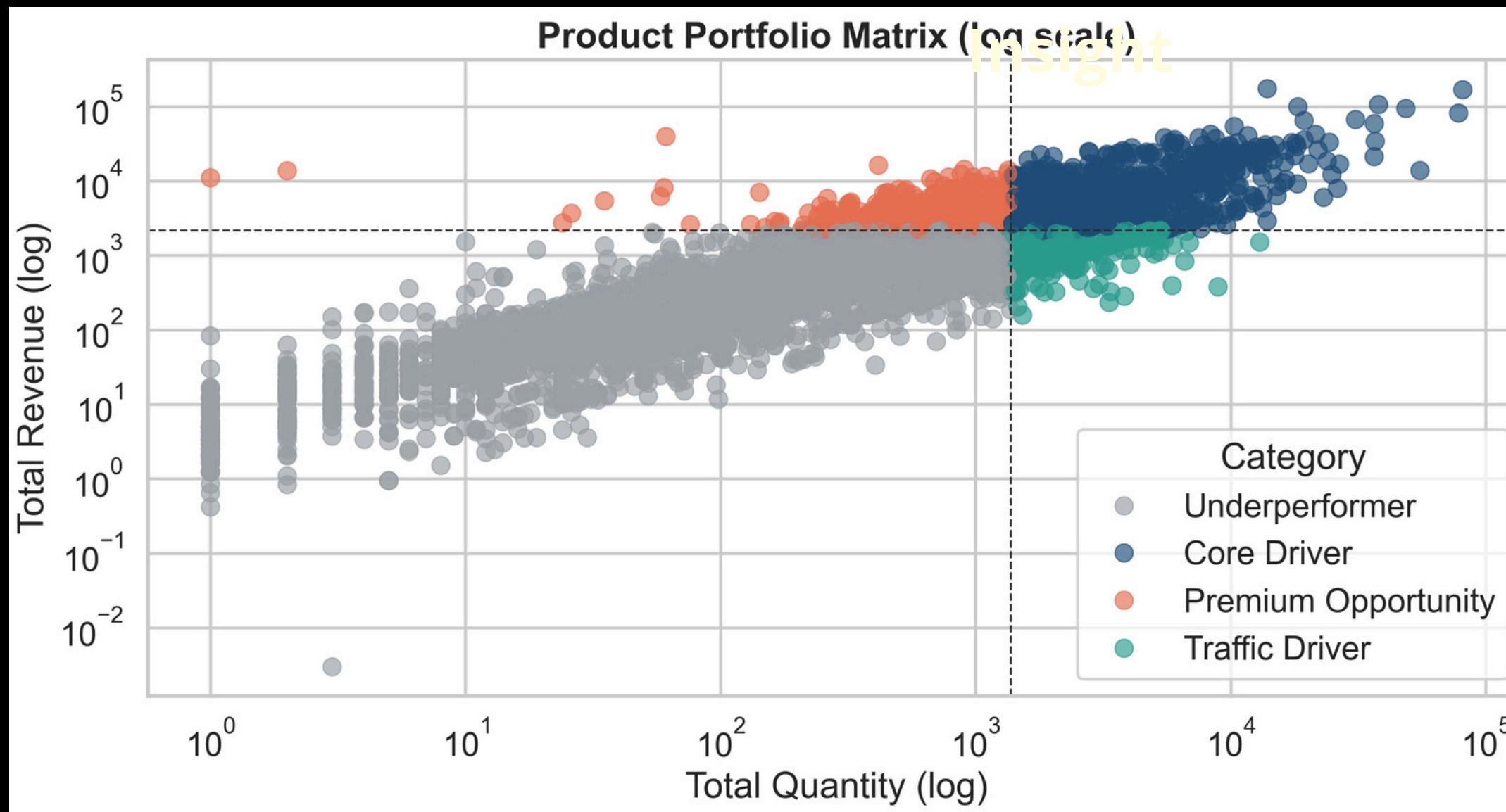
The chart shows that a portion of the revenue is dependent on certain customers.

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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