Getting to Know Our New E-Commerce Store

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Introduction

Congratulations on your new acquisition!

In our E-Commerce shop we aim to supply businesses with small home and office supplies.

In the last year:

- Revenue: $10,112,013

- Number of Products: ~4,000

- Sales: ~20,000

- Registered Customers: ~4500
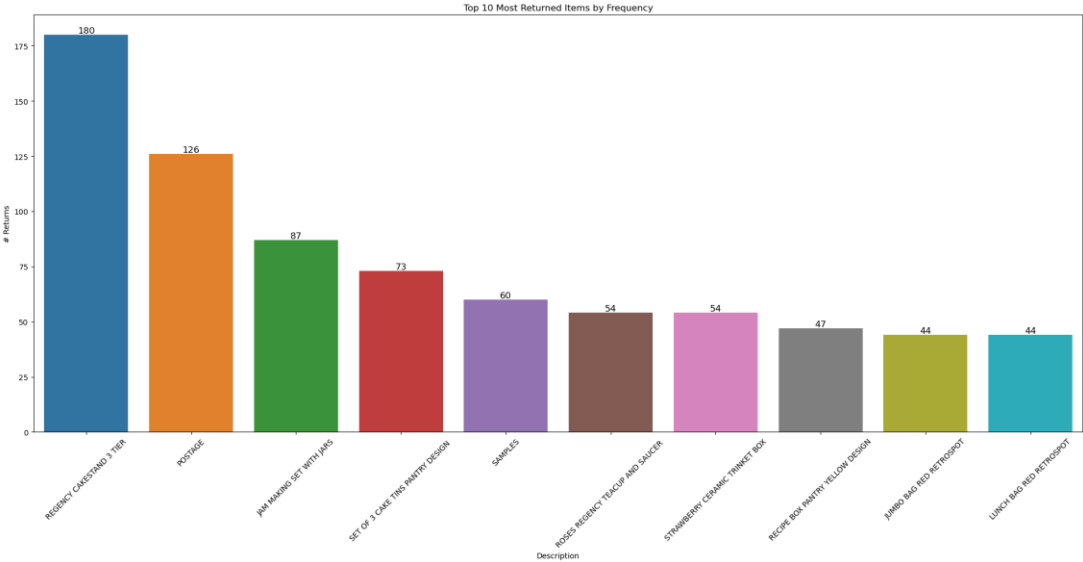
Our Best Sellers

Our Goals

- Find out which items are bad for business

- When the best items are sold most

- Enhance Sales on "Slow" Days

- Capitalize on Peak Sale Months

The Method

To achieve our goals, we've conducted a product range analysis, checking :

- Returned items

- What are the top items
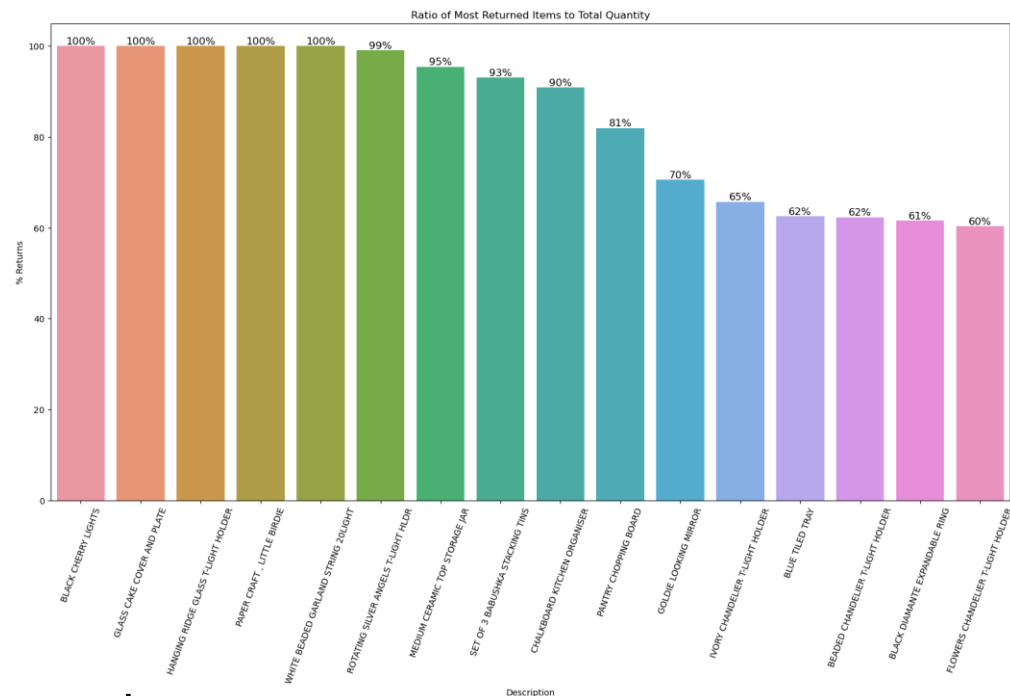
- When our products are being sold

Most Returned Items

Top 10 Most Returned Items by Frequency

Items	Frequency
REGENCY CAKESTAND 3 TIER	180
POSTAGE	126
JAM MAKING SET WITH JARS	87
SET OF 3 CAKE TINS PANTRY DESIGN	73
SAMPLES	60
ROSES REGENCY TEACUP AND SAUCER	54
STRAWBERRY CERAMIC TRINKET BOX	54
RECIPE BOX PANTRY YELLOW DESIGN	47
JUMBO BAG RED RETROSPOT	44
LUNCH BAG RED RETROSPOT	44

Findings:

- These are the most returned items (regardless of quantity), with "REGENCY CAKESTAND 3 TIER" at the top.

Ratio of Most Returned Items

Ratio of Most Returned Items to Total Quantity

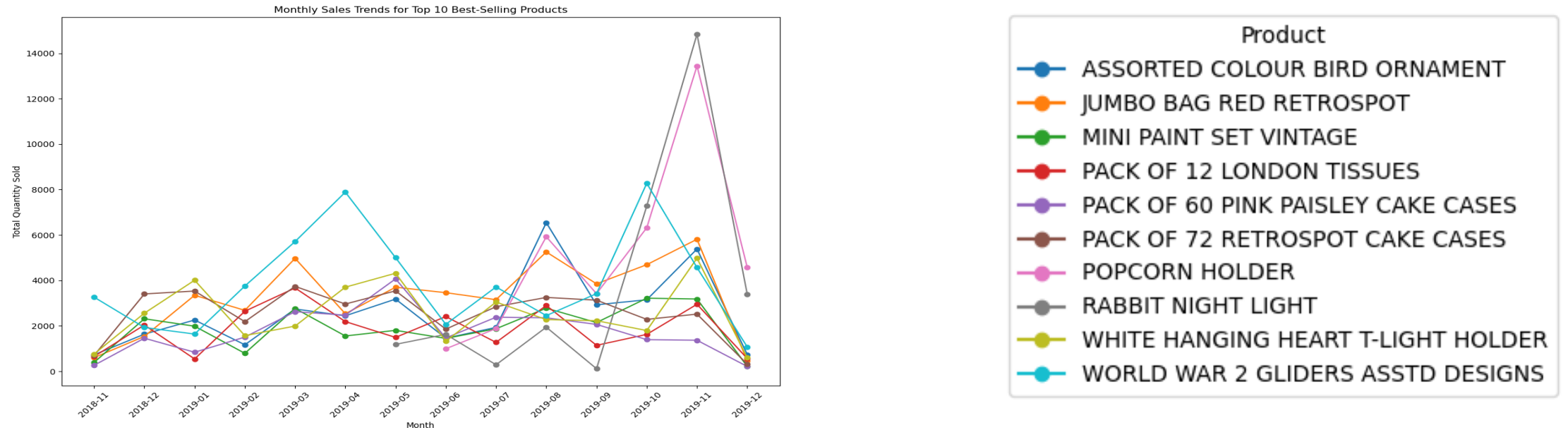| Items	Frequency
BLACK CHERRY LIGHTS	100%
GLASS CAKE COVER AND PLATE	100%
HANGING RIDGE GLASS T-LIGHT HOLDER	100%
PAPER CRAFT , LITTLE BIRDIE	100%
WHITE BEADED GARLAND STRING 20LIGHT	100%
ROTATING SILVER ANGELS T-LIGHT HLDR	99%
MEDIUM CERAMIC TOP STORAGE JAR	95%
SET OF 3 BABUSHKA STACKING TINS	93%
CHALKBOARD KITCHEN ORGANISER	90%
PANTRY CHOPPING BOARD	81%

Findings:

- These items have a return rate that is more than 60%, which indicates it might be a good idea to get rid of them, as their manufacturing quality is subpar.

Monthly Sales Trends

Monthly Sales Trends for Top 10 Best-Selling Products

Product
- ASSORTED COLOUR BIRD ORNAMENT
- JUMBO BAG RED RETROSPOT
- MINI PAINT SET VINTAGE
- PACK OF 12 LONDON TISSUES
- PACK OF 60 PINK PAISLEY CAKE CASES
- PACK OF 72 RETROSPOT CAKE CASES
- POPCORN HOLDER
- RABBIT NIGHT LIGHT
- WHITE HANGING HEART T-LIGHT HOLDER
- WORLD WAR 2 GLIDERS ASSTD DESIGNS
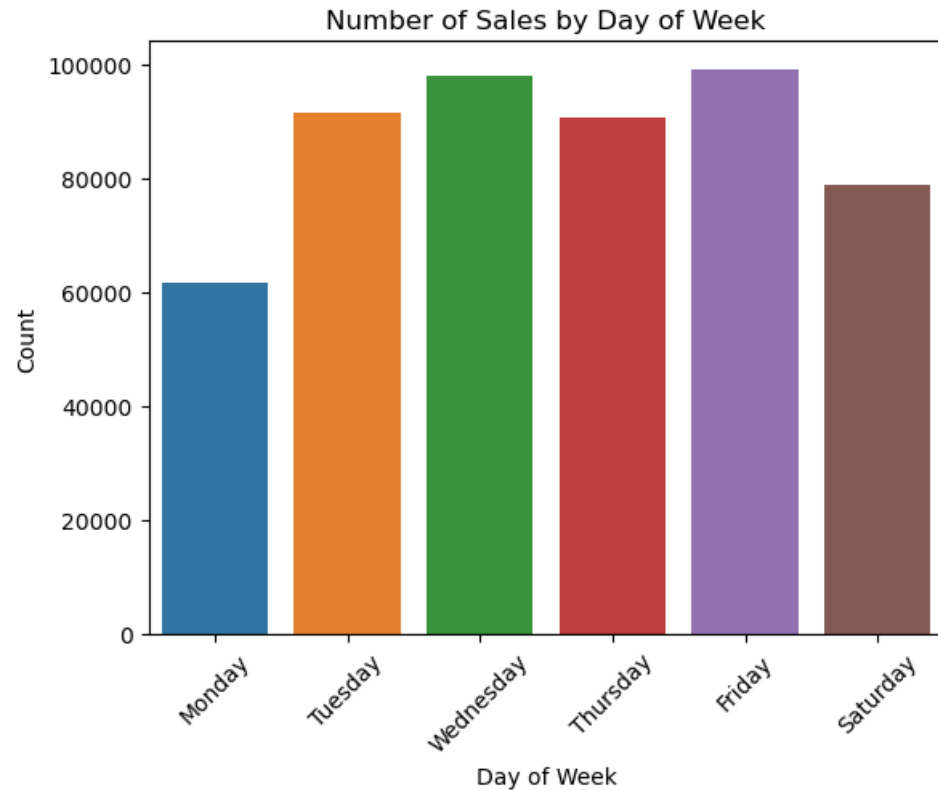
Findings:

- The top 10 items are relatively stable in terms of sales, some appearing in the entire time frame of the dataset, and some have peaked in the final week of November 2019.
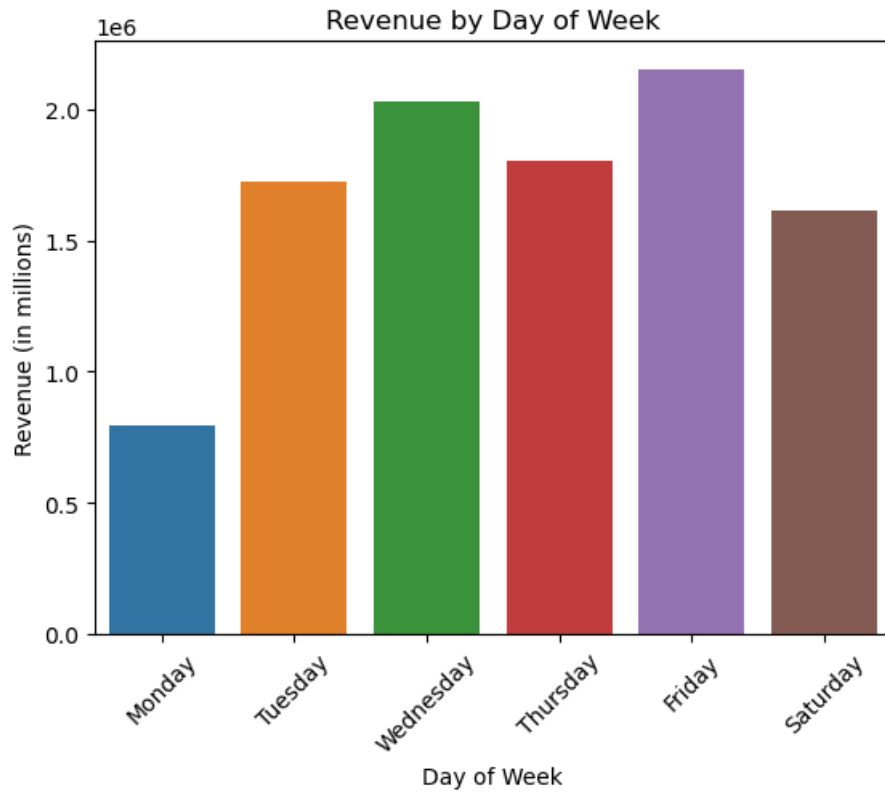
Weekly Sales Data

Number of Sales by Day of Week

Findings:

- There is no significant difference between the daily number of sales on weekdays vs. weekends

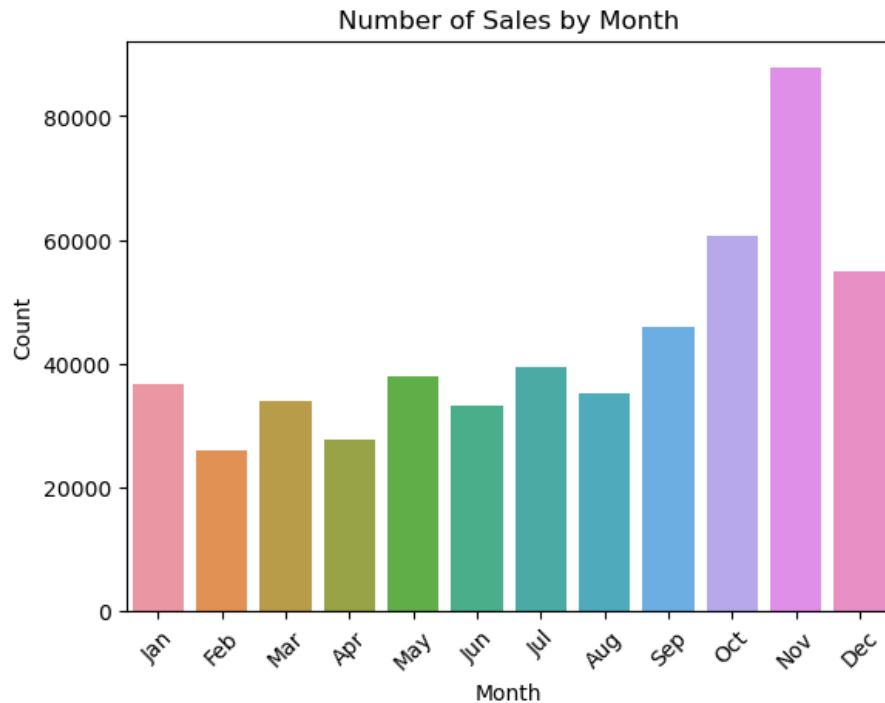- Mondays perform significantly worse than other days of the week

Weekly Revenue Data

Findings:

- As before, we see no significant difference in revenue between weekdays and weekends
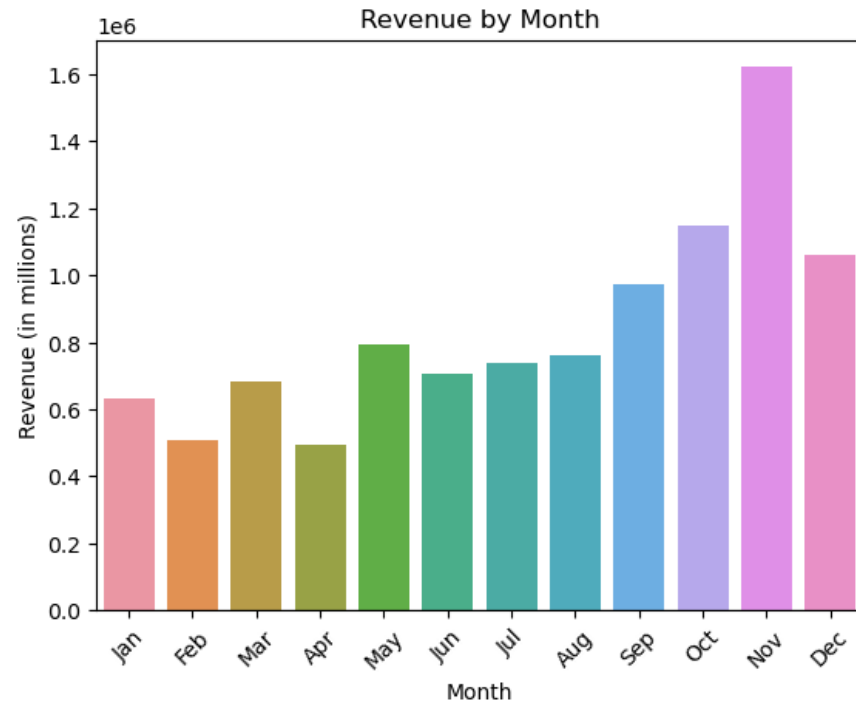
Monthly Sales Data

Number of Sales by Month

Findings:

- We can see that October and November have the most sales

- The number of sales in November and December is significantly higher than in other months

Monthly Revenue Data

Findings:

- Thanksgiving/Christmas months are prime land for more marketing, as both the number of sales and revenue in those months is significantly higher than in other months

Final Thoughts

Items

- There are some items that are returned very frequently, both in absolute number of returns per product and in percentage of the total quantity sold.

- In the past year we had ~9,200 order returns, totaling a loss of a bit less than $900,000. That's no laughing matter given that our yearly revenue (excluding those returns) is around $10M.

- Some items are best-sellers because they do well in a stable manner the entire year, and there are some best-sellers who just did really well in November 2019 which spiked their "importance".

Timing

- Sunday is not a workday – so there is nothing to improve here.

- There is no significant difference between workdays and weekends for our revenue or sales.

- Monday is a slow day compared to other days.

- November and December are our best months in both revenue and sales. This is probably due to early Christmas shopping.

Recommendations

- Items with a return rate of more than 60% indicates it might be a good idea to get rid of them, as their manufacturing quality is subpar.

- It's worth expanding our assortment for both seasonal and stable mannered products; and adjust marketing for seasonal products.

- As Monday is a workday, we should perhaps target our audience with promotions on this specific day ("Monday Funday" or something)

- We need to do something about the rest of the year, such as promotions and targeted ads. Valentine's Day, St. Patrick's Day, whatever the occasion is, we should capitalize on it!

Thank You!