Women's E-commerce Sales Report - Case Study

Problem Statement

The business sought to understand monthly revenue trends as well as SKU performance to pinpoint growth opportunities and ways to improve marketing strategies.

Data and Methodology

- Dataset: Women's Clothing E-Commerce Sales (June-September 2022)
- Tools: Excel and SQLite for cleaning + Power BI for visualization
- Key Metrics
  - Monthly Revenue (totals of the quantities)
  - Monthly Change (month-over-month growth)
  - Average Quantity Per SKU (customer buying behavior)
  - Total Revenue By SKU (product contribution)

Analytics and Key Insight

- SKU Performance
  - SKU 799 generated the highest monthly revenue and had the highest average quantity (1.01)
  - SKU 708 was the 2nd biggest contributor to monthly revenue
  - Several other SKUs performed poorly, with some justifying discontinuation
- Monthly Revenue
  - June had the lowest monthly revenue (~20K)
  - September had the highest monthly revenue (~41K)
- Revenue Change
  - July showed the largest positive revenue change (~8.9K)
  - August showed the weakest revenue change (~6.3K)
  - Revenue growth spiked from June to July and declined from July to September
  - September's revenue growth slowed despite having the highest revenue total
  - Revenue totals are increasing, but the rate of this increase is slow

Recommendations

- Double down on top SKUs: replicate the strategies used for top-performing SKUs
- Investigate Consumer Preferences: research product attributes that are popular with consumers
- Partnerships: collaborate with other brands to boost sales for mid-tier SKUs
- Portfolio Optimization: discard the poorest SKU performers to free resources for high ROI SKUs

- Campaign Timing: align marketing pushes with months showing strong growth potential (July)