

ONLINE RETAIL SALES DASHBOARD

Sales

C_Demo/Cancel

Forecast

1,033,036

Total Sales Count

1,010,540

Valid Sales Count

£20.32M

Total Sales

11456K

Total Quantity Sold

41

Country Count

Select all

2009

2010

2011

Top 10 Sales by Description

WHITE HAN...	£621.96K
Manual	£339.61K
REGENCY CA...	£330.59K
JUMBO BAG ...	£310.83K
DOTCOM PO...	£309.85K
mailout	£194.31K
TEA TIME PA...	£175.88K
PAPER CRAFT...	£168.47K
PINK 3 PIECE ...	£138.36K
ASSORTED C...	£129.32K

Top 5 Sales by Country

UK	£17,332K
EIRE	£617K
Netherlands	£554K
Germany	£426K
France	£347K

Total Sales by Period of Day

Before midday	£17.5M
After midday	£2.8M

Total Sales Trend

Year ● 2009 ● 2010 ● 2011

Month	2009	2010	2011
January	£0.65M	£0.69M	£0.65M
February	£0.52M	£0.55M	£0.52M
March	£0.83M	£0.72M	£0.83M
April	£0.63M	£0.54M	£0.63M
May	£0.77M	£0.66M	£0.77M
June	£0.75M	£0.76M	£0.75M
July	£0.72M	£0.60M	£0.72M
August	£0.70M	£0.74M	£0.70M
September	£1.06M	£0.92M	£1.06M
October	£1.12M	£1.15M	£1.12M
November	£1.46M	£1.50M	£1.46M
December	£0.82M	£0.82M	£0.64M

DayofWeek Sales Trend

Day of week	Total Sales
Sat	£0.64M
Sun	£0.82M
Fri	£1.50M
Wed	£1.46M
Mon	£1.46M
Tue	£1.46M
Thu	£1.46M

Select all

West Indies

USA

Unspeci...

United Arab E...

UK

Thailand

Switzerl...

Sweden

CUSTOMER DEMOGRAPHY AND CANCELLATIONS

Sales

C_Demo/Cancel

Forecast

5942

Total Customers

22496

Cancellation Count

- 1,046,134

Quantity Cancelled

-£1,462K

Total Cancelled

4216

Total SKU

3841

Unique Orders

Select
all

2009

2010

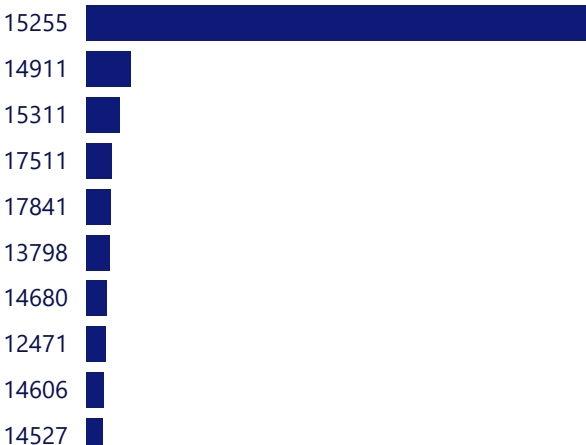


Top 10 Sales by Customer ID

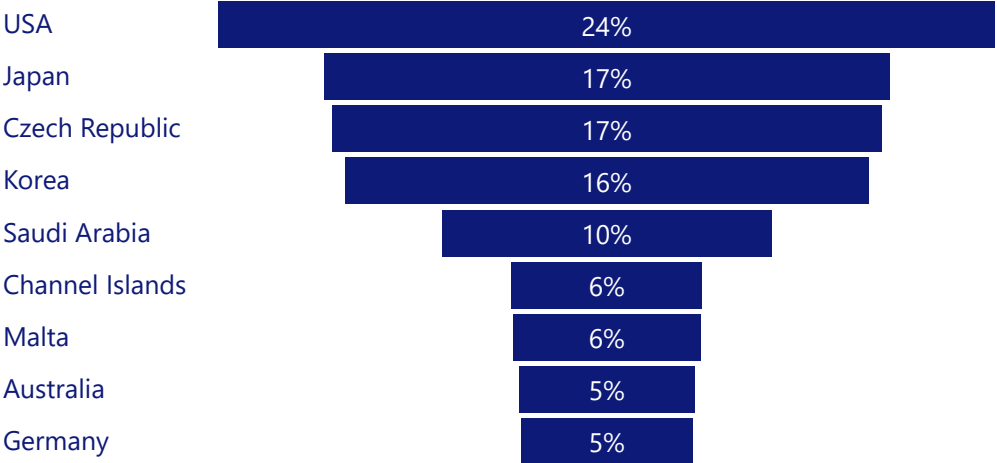


Country	Cancellation Count	Total Sales
Italy	65	£32,108
Australia	93	£164,007
Spain	93	£107,684
Channel Islands	95	£44,623
Japan	97	£43,024
USA	126	£8,367
France	380	£347,091
EIRE	447	£617,294
Germany	902	£425,940

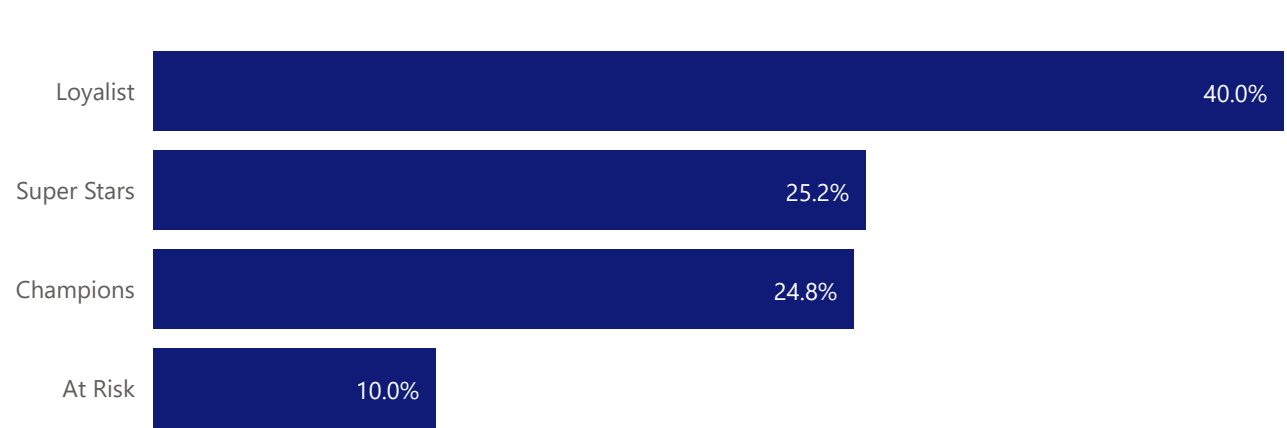
Top 10 Cancellations by Customer ID



Cancellation Rate



Customer Segment RFM



Select all

West Indies

USA

Unspecified

United Arab
Emirates

UK

Thailand

Switzerland

Sweden

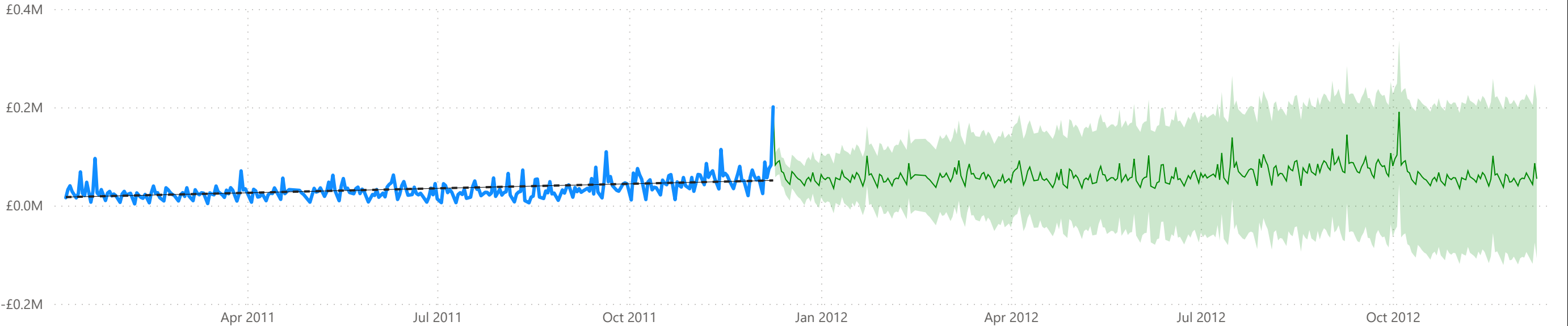
SALES AND QUANTITY FORECAST

Sales

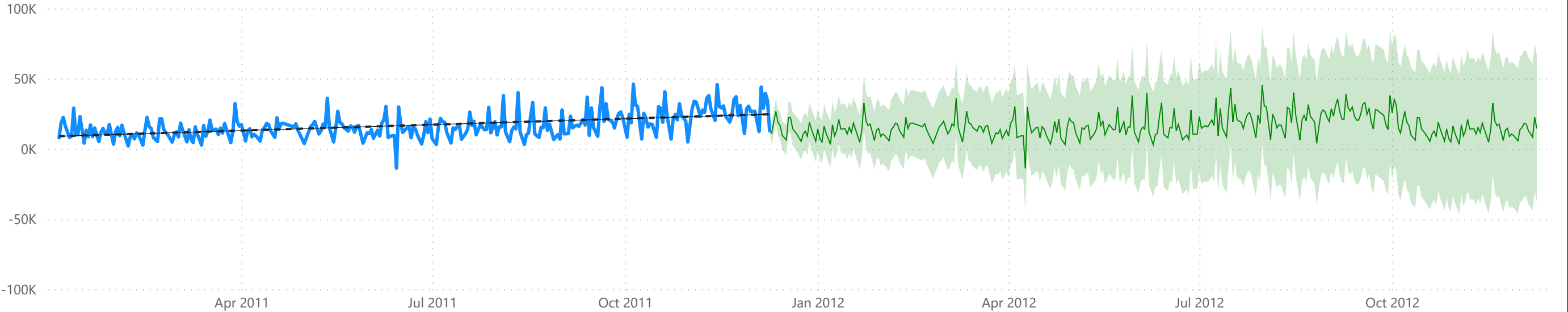
C_Demo/Cancel

Forecast

12 Months Sales Forecast



12 Months Quantity Forecast



Analysis of the online retail shop yielded several valuable insights and corresponding recommendations:

Sales:

The best-selling product in the online retail shop is the WHITE HANGING HEART T-LIGHT HOLDER, generating a substantial revenue of £621,956.46. Other top contenders include the manual, Regency cake stand, Jumbo bags, and dotcom postage.

The majority of the customer base resides in the United Kingdom, contributing significantly to the total sales of £17,331,664.68. The UK alone accounted for over 85% of the total revenue during the three-year period. Additionally, among the top five countries with customers, we find EIRE, Netherlands, Germany, and France.

The analysis reveals that most orders are placed before midday, with a noticeable decline in activity after midday in various locations. Thursdays and Tuesdays emerged as the days of the week when customers are most active in placing their orders.

Sales Trend:

The total sales experienced an increase in 2010 compared to 2009, but it's important to note that data for 2009 was only available for the month of December. However, in 2011, sales dropped in the first quarter until May. Fortunately, June showed a positive and consistent performance, surpassing the figures of 2010 until a dip occurred in December, marking the lowest value for that month. The growth from 2010 to 2011 was only 8.45%.

Customer Demography and Cancellations:

An individual customer with ID: 15255 stands out for making the highest total purchases of about GBP 2.95M, but they also recorded the most cancellations in terms of orders. Interestingly, this customer is residing in the UK. The cancellation count for customers from the UK is relatively high compared to the other regions; however, when compared to the UK's total sales, the cancellation rate is approximately 2% (not shown as we selected cancellation rates above 4%). It is recommended to pay particular attention to customers in the United States, as they show low returns in total sales but registered the highest cancellation rate at 24%. The reasons for cancellations remain unknown. Furthermore, Japan, Czech Republic, and Korea also have notable cancellation rates.

Customer Segmentation:

Using the RFM scores (Recency, Frequency, and Monetary Value) for customer segmentation, it is commendable that most customers fall under the categories of loyalists, Superstars/Champions, representing the high-value customers. However, there is a considerable number of 'At-risk' customers, accounting for 10% of the total, who did not make any purchases in 2011.

Sales and Quantity Forecasts:

Both sales and quantity forecasts show an upward trend and are expected to maintain the same pace. However, it is projected that towards the end of the year 2012, there is a likelihood of a downward trend in both metrics

Recommendations:

1. Ensure thorough documentation of the reasons for product returns. This valuable data can be utilized to identify areas for improvement, such as product quality, packaging, or other aspects of the customer experience.
2. Investigate the US market to understand the reasons for its high return rate despite lower sales. The potential of the United States market to outperform the United Kingdom in terms of sales warrants further examination by the management and marketing teams. Identify the products being returned and the specific reasons behind these returns.
3. Focus on increasing overall sales numbers across Europe to avoid over-reliance on the UK market. Implement strategies to enhance revenue in other European countries, thus diversifying and expanding the business's reach.
4. Explore opportunities for expansion into additional African countries. With only one purchase recorded in Nigeria, consider entering new markets within Africa to tap into potential customer bases and grow the business's presence on the continent.
5. Maintain and nurture the customer segments consisting of loyal, Superstars, and Champions, as they represent high RFM scores and valuable clientele. Simultaneously, efforts should be made to engage and retain 'At-risk' customers by offering targeted incentives and personalized experiences. Focus on these high-value customers to increase new product awareness, as their referrals can