

ONLINE RETAIL SALES DASHBOARD

Sales

C_Demo/Cancel

Forecast

1,026,038

Total Sales Count

1,005,497

Valid Sales Count

£19.64M

Total Sales

11401K

Total Quantity Sold

41

Country Count

Select all

2009

2010

2011

Top 10 Sales by Description

WHITE HAN...	£660.36K
REGENCY CA...	£330.59K
JUMBO BAG ...	£310.83K
TEA TIME PA...	£175.88K
PAPER CRAFT...	£168.47K
PINK 3 PIECE ...	£138.36K
ASSORTED C...	£129.32K
EDWARDIAN ...	£121.68K
PAPER CHAI...	£117.76K
MEDIUM CER...	£81.70K

Top 5 Sales by Country

UK	
EIRE	
Netherlands	
Germany	
France	

Total Sales by Period of Day

Before midday	
After midday	

Total Sales Trend

Year ● 2009 ● 2010 ● 2011

Month	2009	2010	2011
January	£0.61M	£0.67M	£0.51M
February	£0.54M	£0.51M	£0.69M
March	£0.76M	£0.69M	£0.52M
April	£0.65M	£0.52M	£0.64M
May	£0.74M	£0.64M	£0.70M
June	£0.70M	£0.74M	£0.69M
July	£0.63M	£0.69M	£0.67M
August	£0.72M	£0.67M	£1.03M
September	£0.87M	£1.09M	£1.10M
October	£1.09M	£1.10M	£1.43M
November	£1.43M	£1.45M	£0.80M
December	£0.80M	£0.78M	£0.61M

DayofWeek Sales Trend

Day of week	Total Sales
Sat	
Sun	
Fri	
Wed	
Mon	
Tue	
Thu	

Select all

West Indies

USA

Unspeci...

United Arab E...

UK

Thailand

Switzerl...

Sweden

CUSTOMER DEMOGRAPHY AND CANCELLATIONS

Sales

C_Demo/Cancel

Forecast

5876

Total Customers

20541

Cancellation Count

-761,671

Quantity Cancelled

-£716K

Total Cancelled

4191

Total SKU

3830

Unique Orders

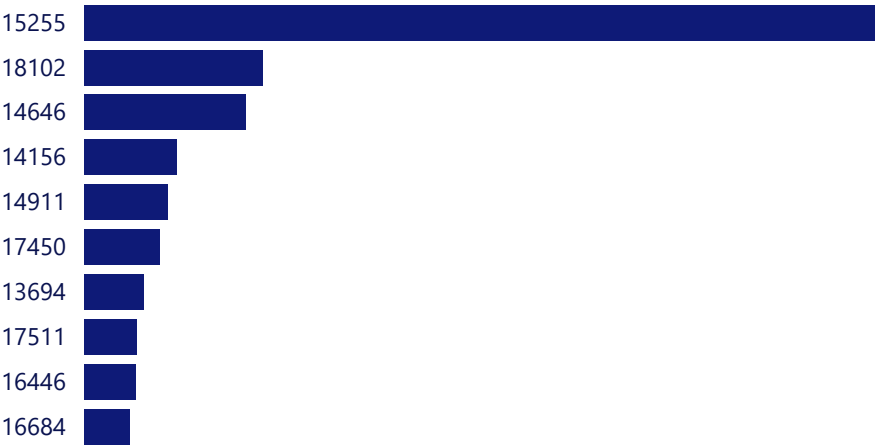
Select
all

2009

2010

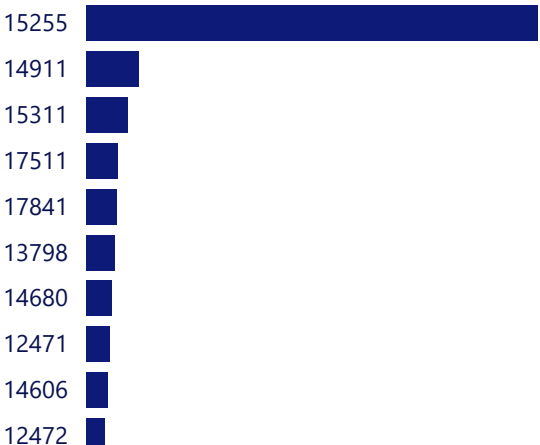


Top 10 Sales by Customer ID

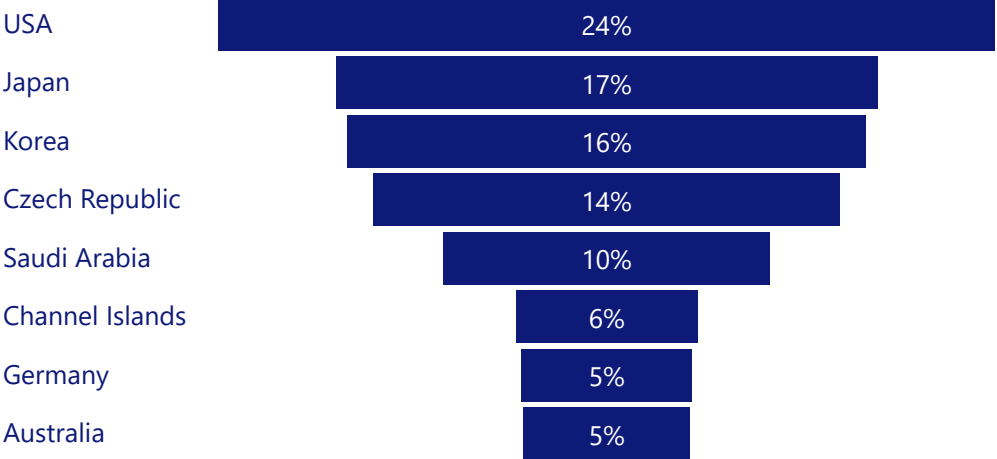


Country	Cancellation Count	Total Sales
Italy	59	£28,938
Spain	82	£97,271
Australia	88	£161,990
Channel Islands	91	£44,030
Japan	93	£43,024
USA	126	£7,920
France	359	£307,923
EIRE	417	£586,626
Germany	870	£384,080

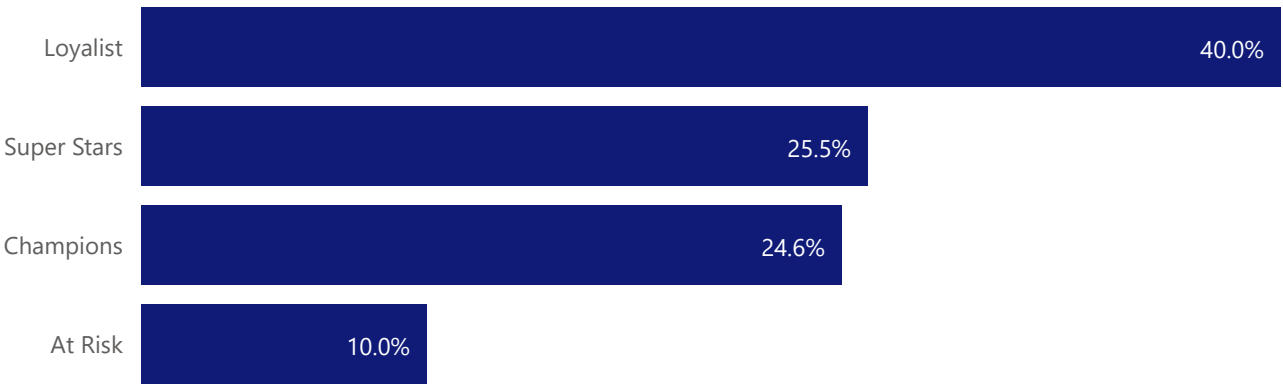
Top 10 Cancellations by Customer ID



Cancellation Rate



Customer Segment RFM



Select all

West Indies

USA

Unspecified

United Arab
Emirates

UK

Thailand

Switzerland

Sweden

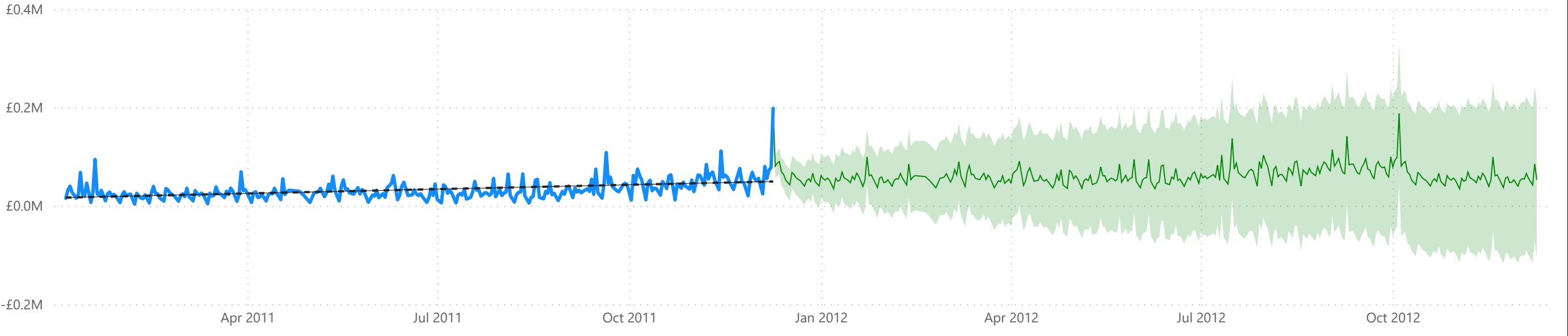
SALES AND QUANTITY FORECAST

Sales

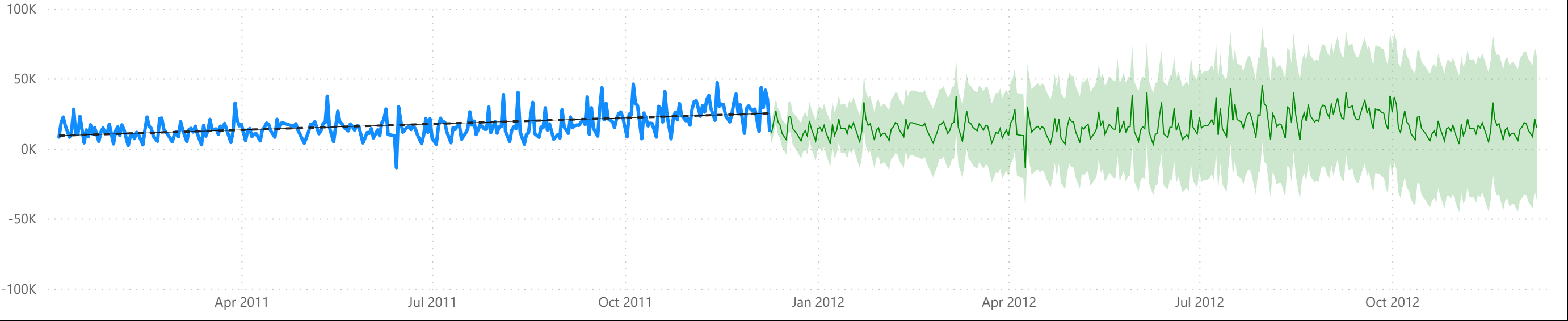
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Forecast

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



C_Demo/Cancel

Forecast

Product Description

Select all

2009

2010

2011



Select all

West Indies

USA

Unspecified

United Arab Emirates

UK

Thailand

Switzerland

Sweden

Select all

At Risk

Champions

Loyalist

Super Stars

