

Increase Sales



Goal & Summary

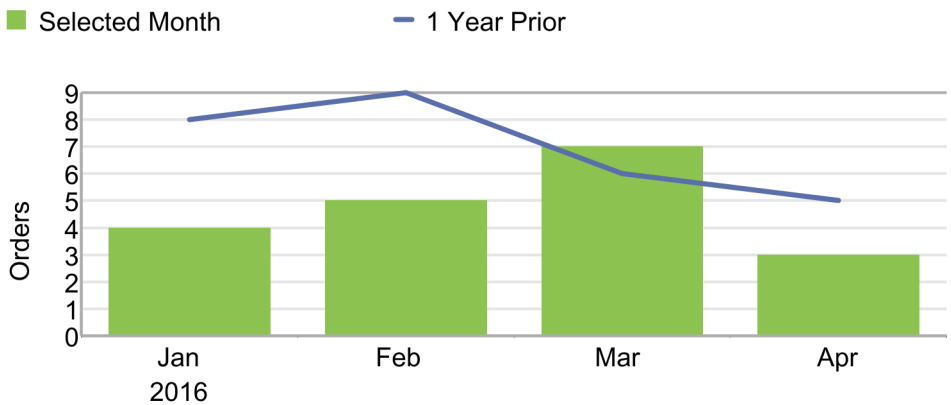
Main Goal:
Increase profit through the JJ Esquire webshop.

1. Orders
Only a very small amount of products have been ordered in the past few months.

2. Products Conversion Funnel
The low amount of orders is not caused by a lack of product views (45,350 product views). 90.6% of product views do not result in cart additions. Thus a large amount of visitors decide not to order a product after viewing it.

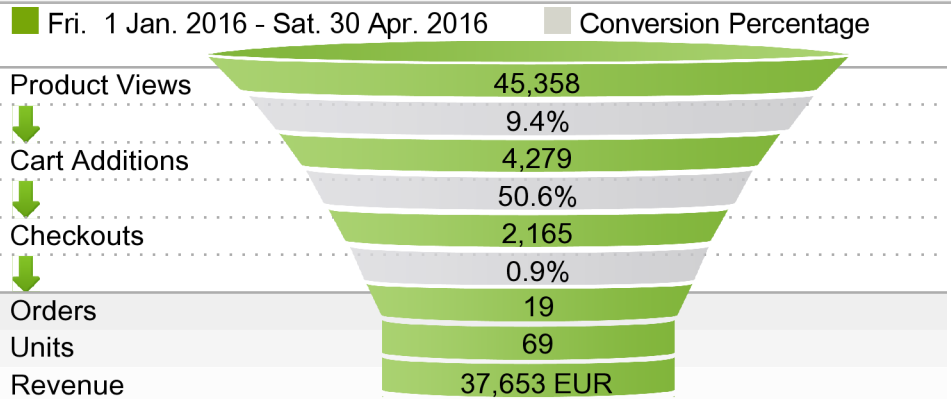
Orders Report

Client - JJ Esquire -
Fri. 1 Jan. 2016 - Sat. 30 Apr. 2016



Products Conversion Funnel

Client - JJ Esquire -
Fri. 1 Jan. 2016 - Sat. 30 Apr. 2016



Summary & Insights

Summary previous page:

We previously concluded that JJ Esquire is not selling that many products online. Although visitors do view the products, they decide not to buy it.

3. Revenue versus Order

The comparison between the revenue and order graphs shows that even with a low amount of orders the revenue can have a dramatic increase if those products are from a higher price range (See February). The question now is: What are the product types that lead to this increase in revenue?.

4. Product Categories

- Apparel is viewed most often, but generates only a small amount of revenue.
- Both Desk & Travel and Jewelry look like very promising product categories. They generate a lot of revenue.

Insights:

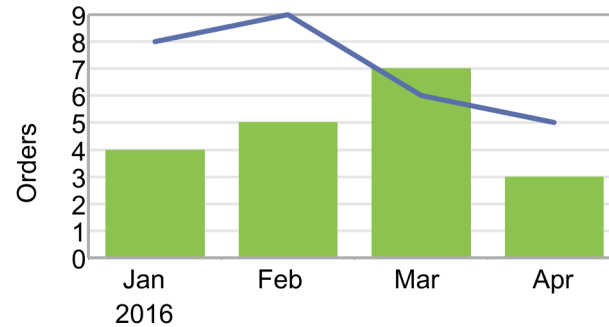
In order to increase profit we need to increase conversion by:

- Have a discount on Apparel.
- Increase views for Desk & Travel and Jewelry with advertisements.

Orders Report

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Fri. 1 Jan. 2016 - Sat. 30 Apr. 2016

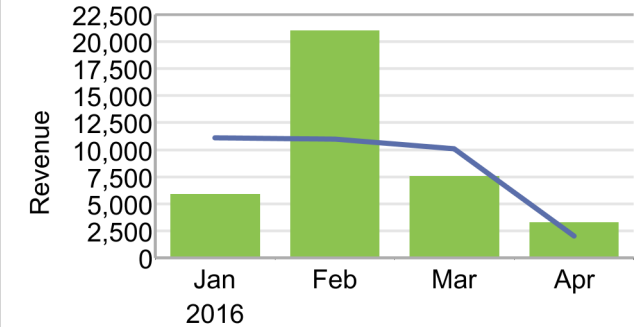
■ Selected Month — 1 Year Prior



Revenue Report

Client - JJ Esquire -
Fri. 1 Jan. 2016 - Sat. 30 Apr. 2016

■ Selected Month — 1 Year Prior



Product Category Report

Client - JJ Esquire -
Fri. 1 Jan. 2016 - Sat. 30 Apr. 2016

■ Revenue ■ Product Views

