



UK Online Retail Sales Trends & Insights (2010-2011)

Select all

April

August

December

February

January



Select all

Friday

Monday

Sunday

Thursday

Tuesday



6.75M

Sum of Total_Sales

4M

Total_Quantity

383K

Total_Transactions

22.15K

Average_Sales_Per_Day

Total_Sales by Weekday

1.27M

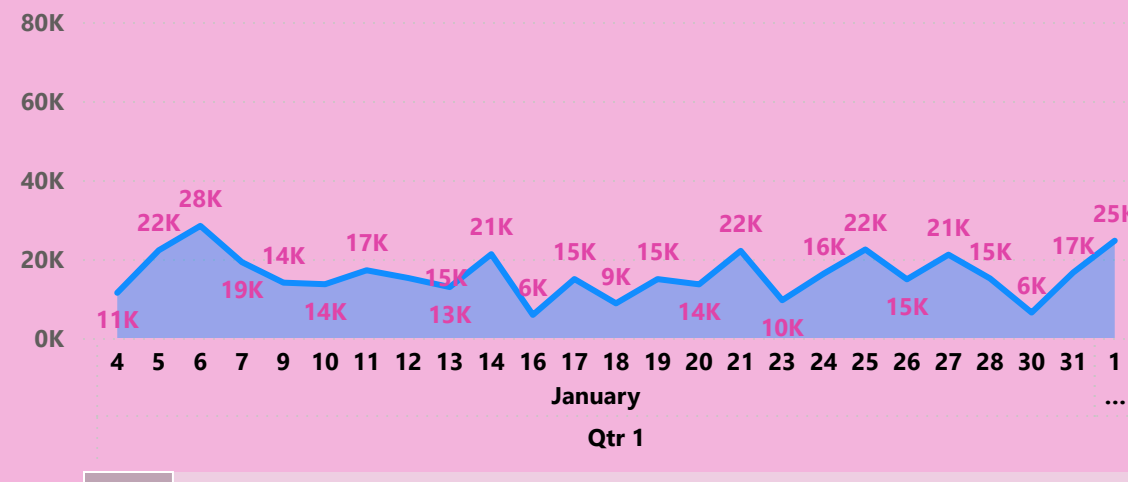
Total_Sales by Month

0.74M

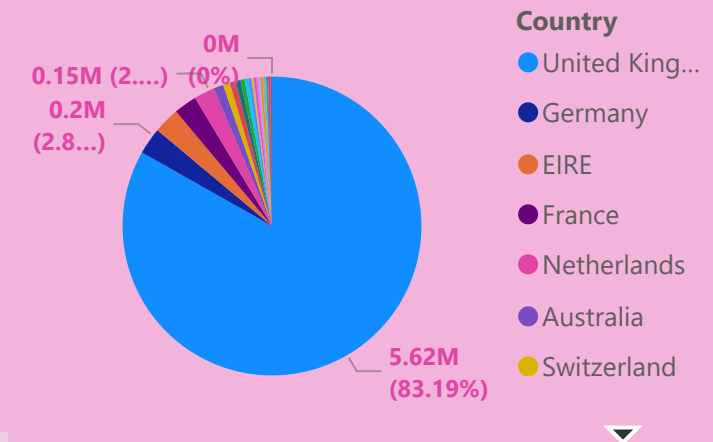
Which country has the highest sales?



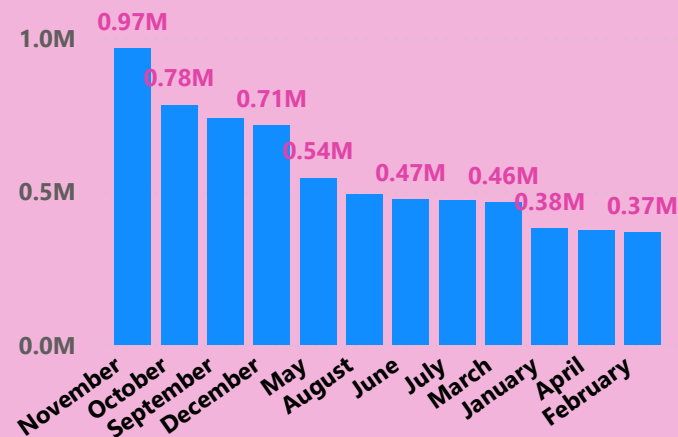
How do sales vary by quarter, month, and day?



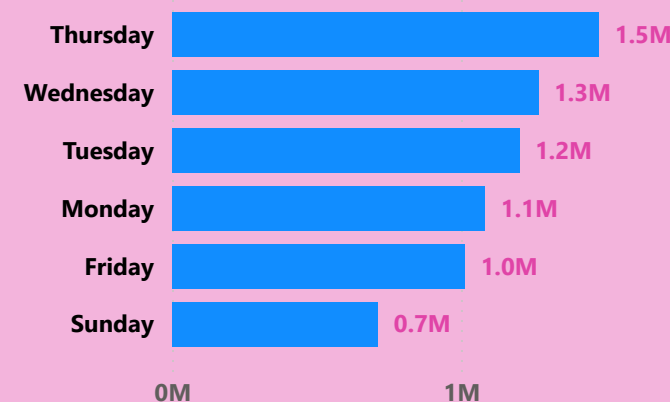
How much did each country contribute to total sales?



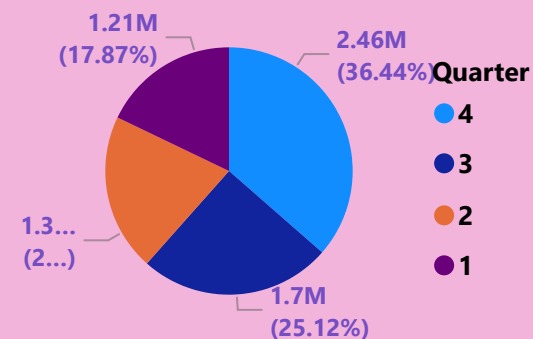
Which month had the highest sales?



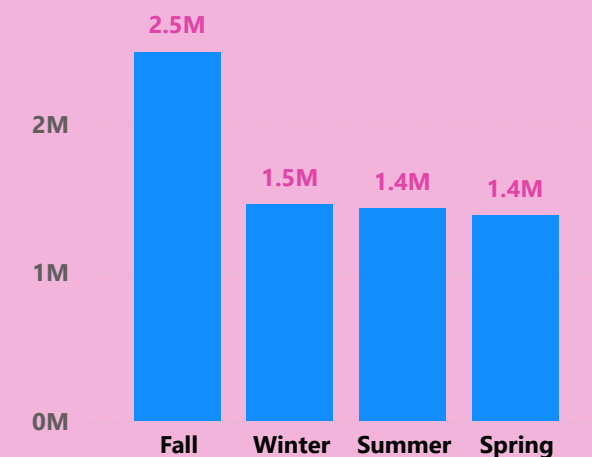
On which day of the week were sales the highest?



Which quarter had the highest sales?



Which season had the highest sales?





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- Select all
- April
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- Select all
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Wednesday, Thursday

Top_2_Days_Max_Sales

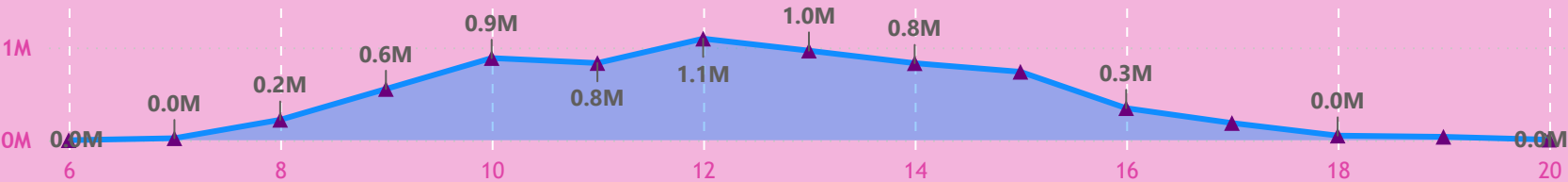
12 PM

Peak_Hour

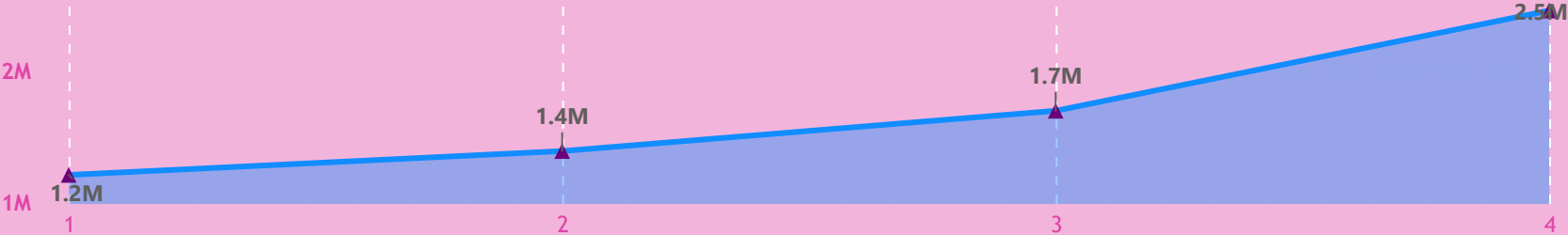
1, 5

Top_2_Days_Per_Month

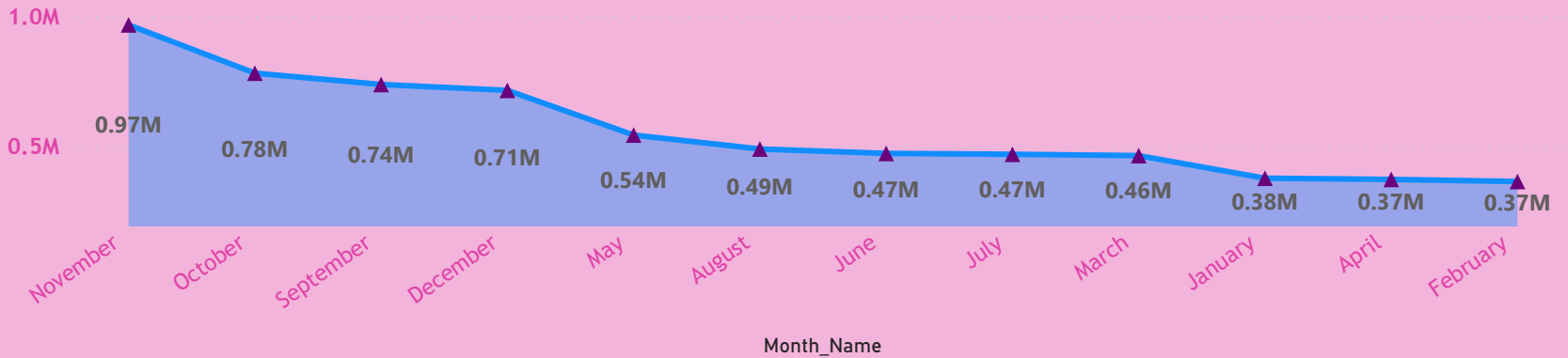
At what time of day were sales the highest?



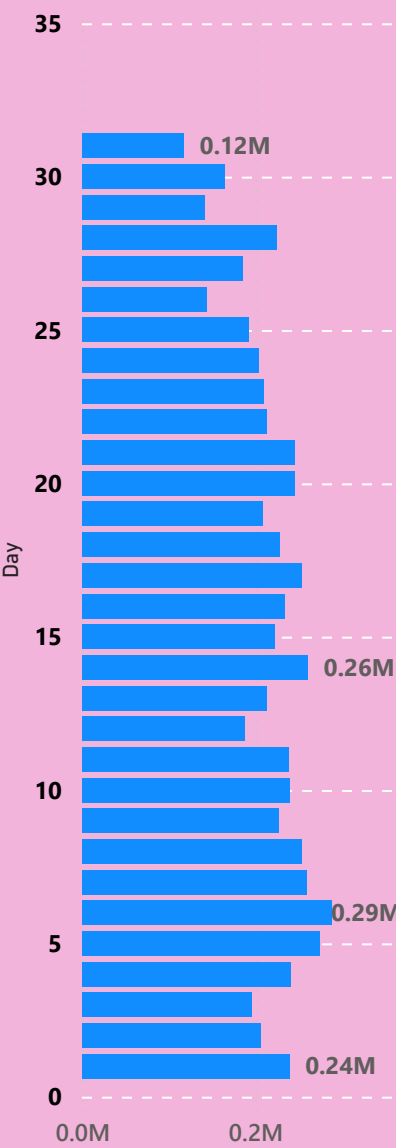
How did sales change each quarter?



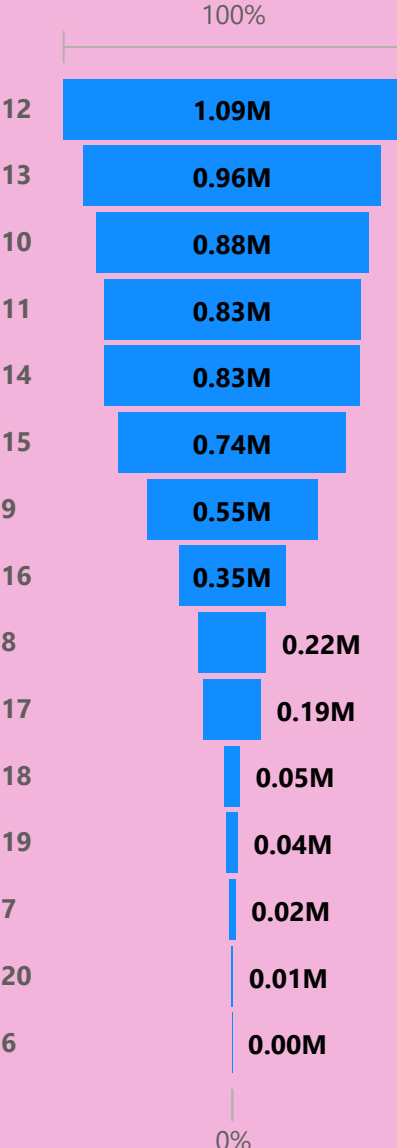
How did sales trend across the months?



Which days had the highest sales?



At what time of day were sales the highest?



KEY FINDINGS

- The total sales for the period are approximately £6.75 million, with a total quantity sold of 4 million units across 383,000 transactions.
- The average sales per day is £22,150, indicating consistent sales performance across the period.
- The United Kingdom dominates the sales, contributing to 83.2% of the total sales with £5.62 million.
- Germany, EIRE, France, and the Netherlands are the next significant contributors, each contributing around 2-3% of the total sales.
- November has the highest sales at approximately £965,803 (14.3% of total sales), followed by September (£737,293) and October (£780,712).
- February is the lowest-performing month, with sales at £365,234, indicating a dip in consumer activity during this period.
- Thursday is the highest sales day with total sales of £1.5 million (21.9% of total sales). This day also has the highest transaction count of 77,012.
- Sunday is the lowest-performing day with total sales of £712,466, indicating it is the least active day for purchasing.
- The peak sales time is at 12 PM, with total sales amounting to £1.09 million. Another significant sales peak is observed at 1 PM (£964,315).
- Sales significantly decrease after 4 PM, indicating that the bulk of purchases are made in the early afternoon.
- Q4 is the strongest quarter with total sales of £2.46 million, driven by holiday shopping and year-end sales events. Q4 contributes to 36.4% of the annual sales.
- Q1 is the weakest quarter, with sales totalling £1.2 million, indicating a slow start to the year.
- Fall is the most lucrative season, accounting for £2.48 million (36.8% of annual sales), highlighting the significance of this period for the business.
- Spring is the least productive season, contributing only £1.38 million (20.4% of total sales).
- The 6th day of the month stands out with the highest total sales of £288,037. Other high-performing days include the 1st and 5th of each month, suggesting early-month purchases are more frequent.
- Christmas season sales are significantly lower, with only 1,710 transactions compared to 381,708 during non-Christmas periods.
- Christmas sales account for just 0.6% of total sales, indicating minimal impact on overall business performance during this period.
- There is a moderate positive correlation (0.62) between total sales and quantity, indicating that higher quantities generally lead to higher sales.
- A slight negative correlation (-0.26) between price and quantity suggests that higher-priced items tend to sell in lower quantities.

Actionable Recommendations

- To maximize revenue during peak sales periods, increase inventory and enhance marketing efforts leading up to **November and December**. Extend Black Friday promotions to **cover the entire month of November**, targeting early holiday shoppers.
- Implementing **targeted promotions, such as limited-time discounts or the introduction of new product lines**, to counter the **historically low sales in February**. Considering a mid-winter sale to stimulate consumer interest.
- Introducing **exclusive Sunday deals or discounts to boost sales on this typically low-performing day**. This could involve **“Sunday Saver” promotions or bundled offers that are only available on Sundays**.
- Countering the dip in sales towards the end of the month by launching end-of-month promotions, flash sales, or clearance events to drive last-minute purchases.
- **Utilizing Thursdays, the most active day for sales, for major product launches or special sales campaigns**. Consider **“Thursday Thrills” events** where new products or special offers are unveiled.
- Scheduling **online ads and email promotions for late morning to early afternoon**, coinciding with peak purchasing times around **12 PM to 1 PM**. Tailor content to drive urgency and capitalize on lunchtime browsing habits.
- Implementing special evening discounts or **time-limited offers to encourage purchases during typically low-performing post-4 PM hours**. This could be marketed as **“Evening Specials”** to draw attention to these time slots.
- **The Fall is the strongest season, plan major product launches and marketing campaigns during this period**. Ensure that **inventory levels are sufficient to meet expected demand and that marketing efforts are in full swing**.
- Prioritize stock levels, logistics, and marketing strategies ahead of Q4 to capitalize on the peak sales during this crucial period. Considering launching a **“Q4 Countdown” campaign to build anticipation**.
- **Increasing the marketing and promotional focus during the Christmas season** to elevate its contribution to overall sales. Developing **Christmas-themed promotions, special holiday bundles, and exclusive seasonal offers to attract more customers**.
- **Since holiday sales are currently insignificant, introducing holiday-specific promotions or product offerings that resonate with UK holidays**. This could include limited-edition items or holiday-exclusive discounts.
- Diversify sales efforts by **increasing marketing and operational activities in other European countries, particularly Germany and France**. Tailoring campaigns to local preferences and consider partnerships with local influencers or retailers.
- Maintaining and reinforce the dominance in the UK market by implementing targeted promotions, loyalty programs, and exclusive offers. Considering a **“UK Loyalty” program to reward repeat customers**.