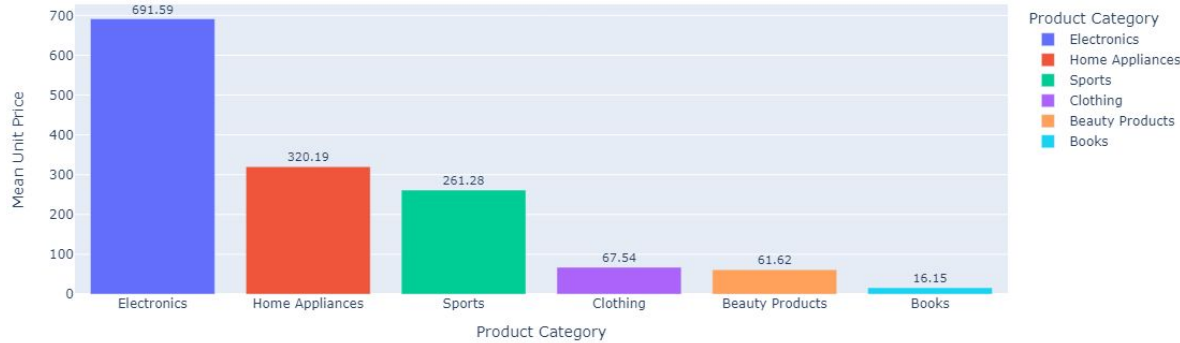


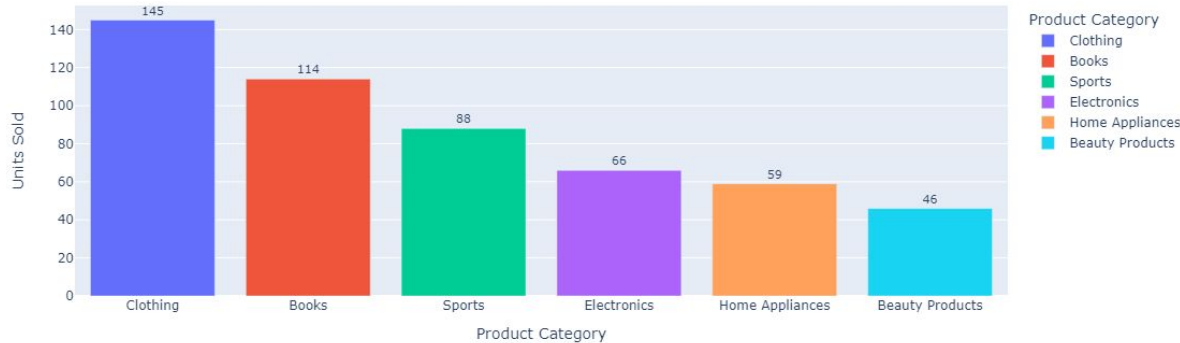
Online Sales Data

Keegan Davis

Mean Unit Price by Item Category

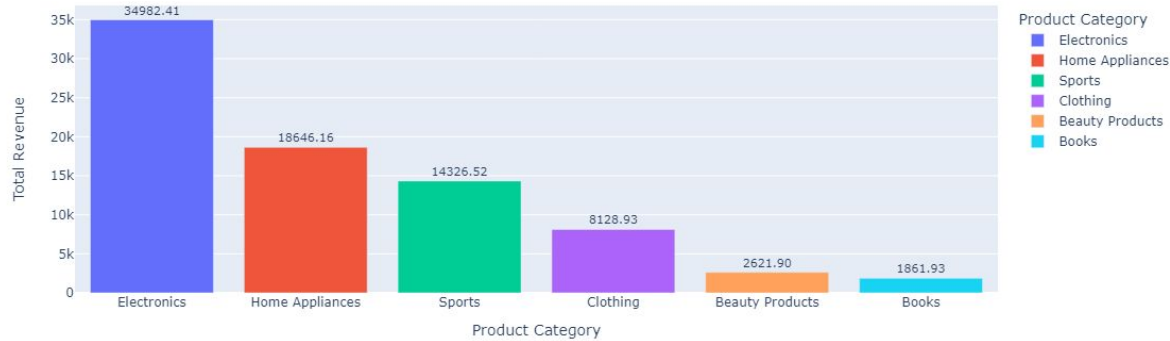


Total Units Sold by Item Category

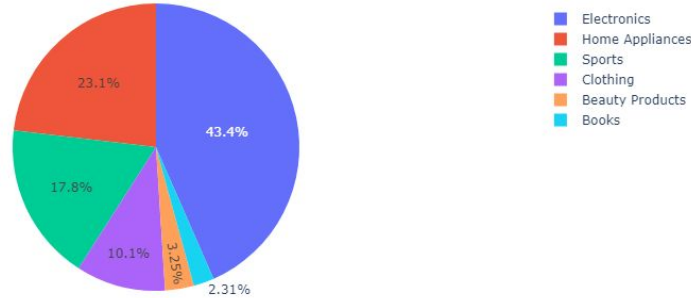


- Electronic products have the highest average sale price.
- Electronic products rank fourth in units sold among all categories.
- Books have the lowest average sale price, but rank second in units sold.
- Electronic, home appliance, and sports products have the three highest average sales prices, but they rank 4th, 5th, and 3rd in units sold respectively.
- In order to maximize revenue, more marketing effort needs to be put in the higher priced categories to increase sales or the price per unit of the top selling categories should be increased.

Total Revenue by Item Category

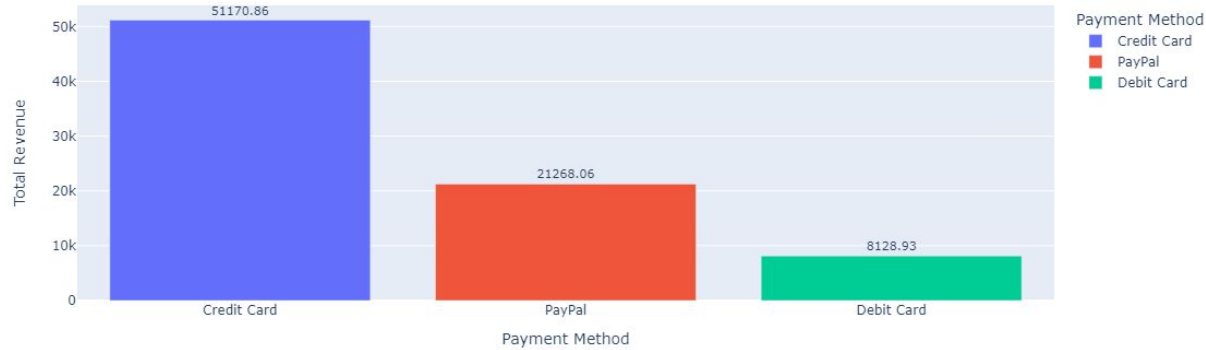


Revenue Distribution by Item Category



- The total revenue is directly correlated to average unit price. The higher the average price, the more revenue increases.
- Electronic products contribute 43% of the total revenue.
- Books contribute 2.31% of the total revenue.
- Electronic products have the highest average unit price, while books have the lowest average unit price.
- The number of units sold for each category does not vary by too much, so this revenue distribution makes sense.

Total Revenue by Payment Method

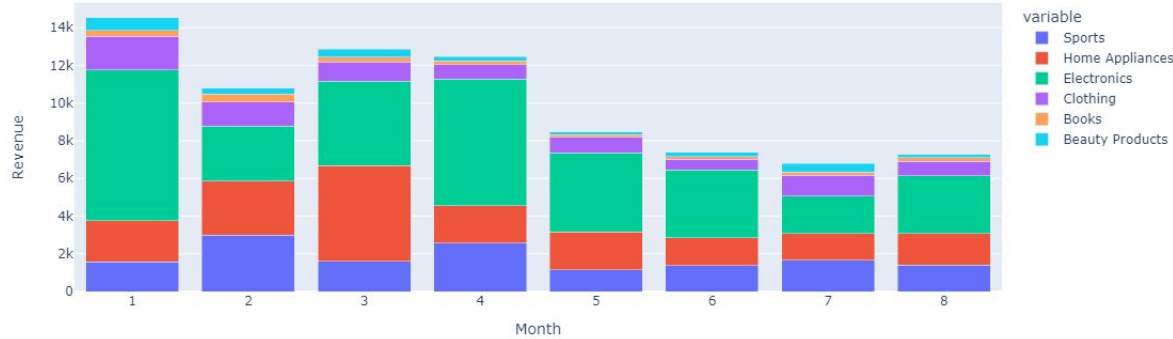


- Credit cards are used for half of the transactions, and credit cards contribute over 60% of the total revenue.
- Paypal is used for 33% of transactions, and Paypal contributes around 25% of the total revenue.
- Debit cards are used for the fewest number of transactions, and debit cards contribute around 10% of the total revenue.

Distribution of Payment Types Used

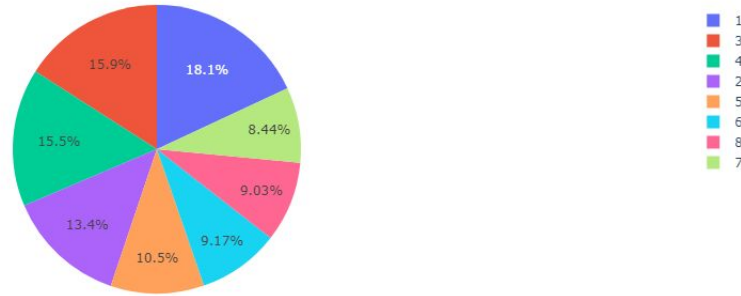


Total Revenue per Item Category by Month

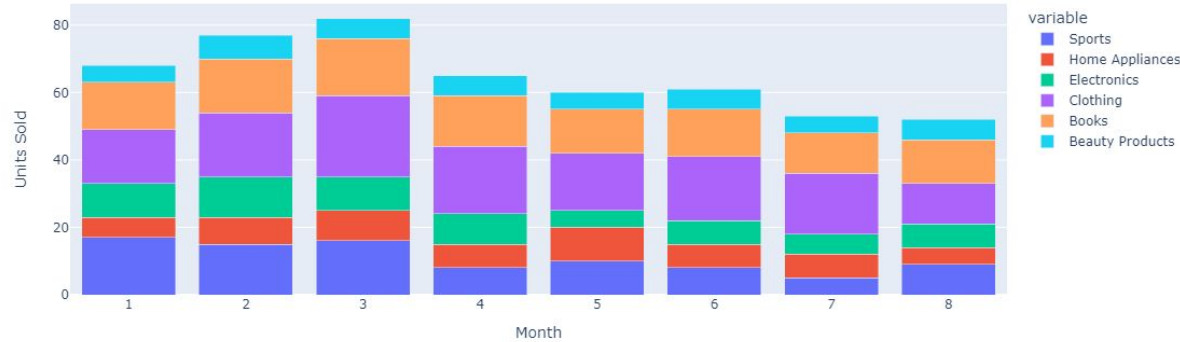


- The first 4 months contribute 62.9% of total revenue, and the last 4 months contribute to 37.1% of total revenue.
- The 1st month contributes the most to the total revenue and the 7th month contributes the least to the total revenue.
- To increase yearly revenue, we can focus marketing on months 5-8 or even run promotions during those months to drive sales and increase revenue.

Distribution of Total Revenue per Month

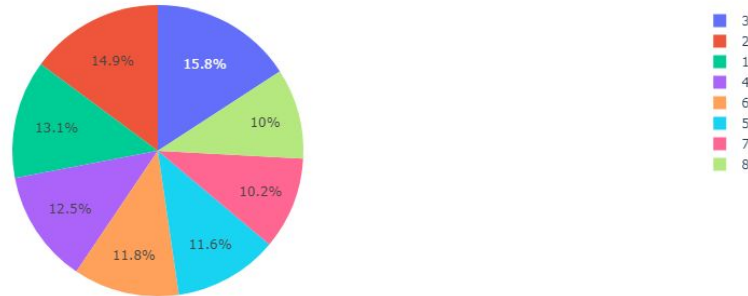


Total Units Sold per Item Category by Month



- Months 1-4 contribute 56.3% of total units sold and months 5-8 contribute 43.7% of total units sold.
- Month 3 accounts for the most units sold and month 8 accounts for the least units sold.
- To increase units sold and increase revenue, marketing efforts need to be focused on months 5-8.

Distribution of Units Sold per Month



Thanks!

Questions?