E-Commerce: Product Range Analysis

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Introduction

The dataset contains 4206 unique products.

Those were divided into 12 categories: 'decorations', 'mood', 'home', 'kids', 'kitchen', 'furniture', 'school/office', 'accessories', 'illumination', 'other', 'party/holiday', 'bath'.

In all 3 metrics: number of listings, units sold and revenue the top 3 were: decorations, kitchen and home.
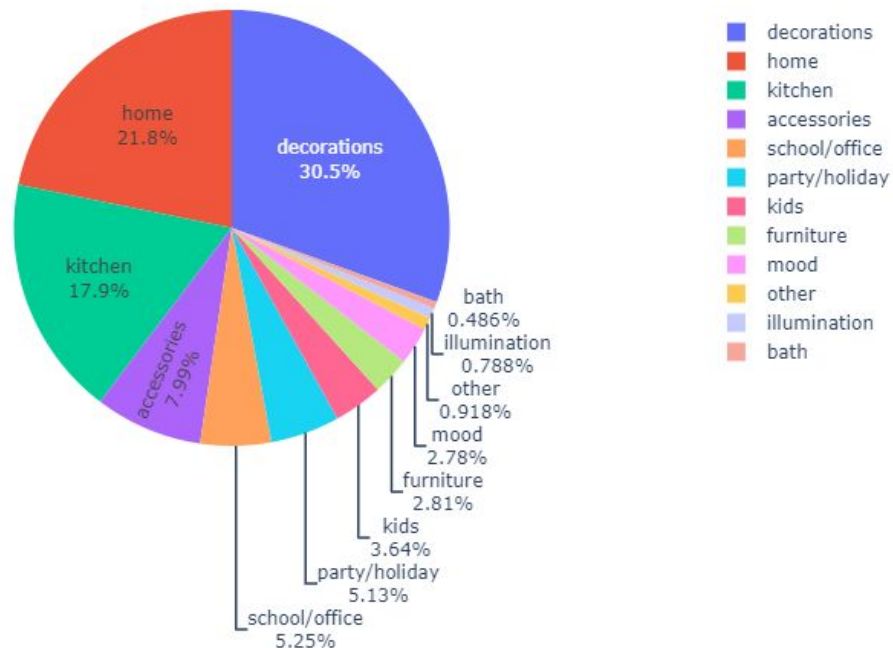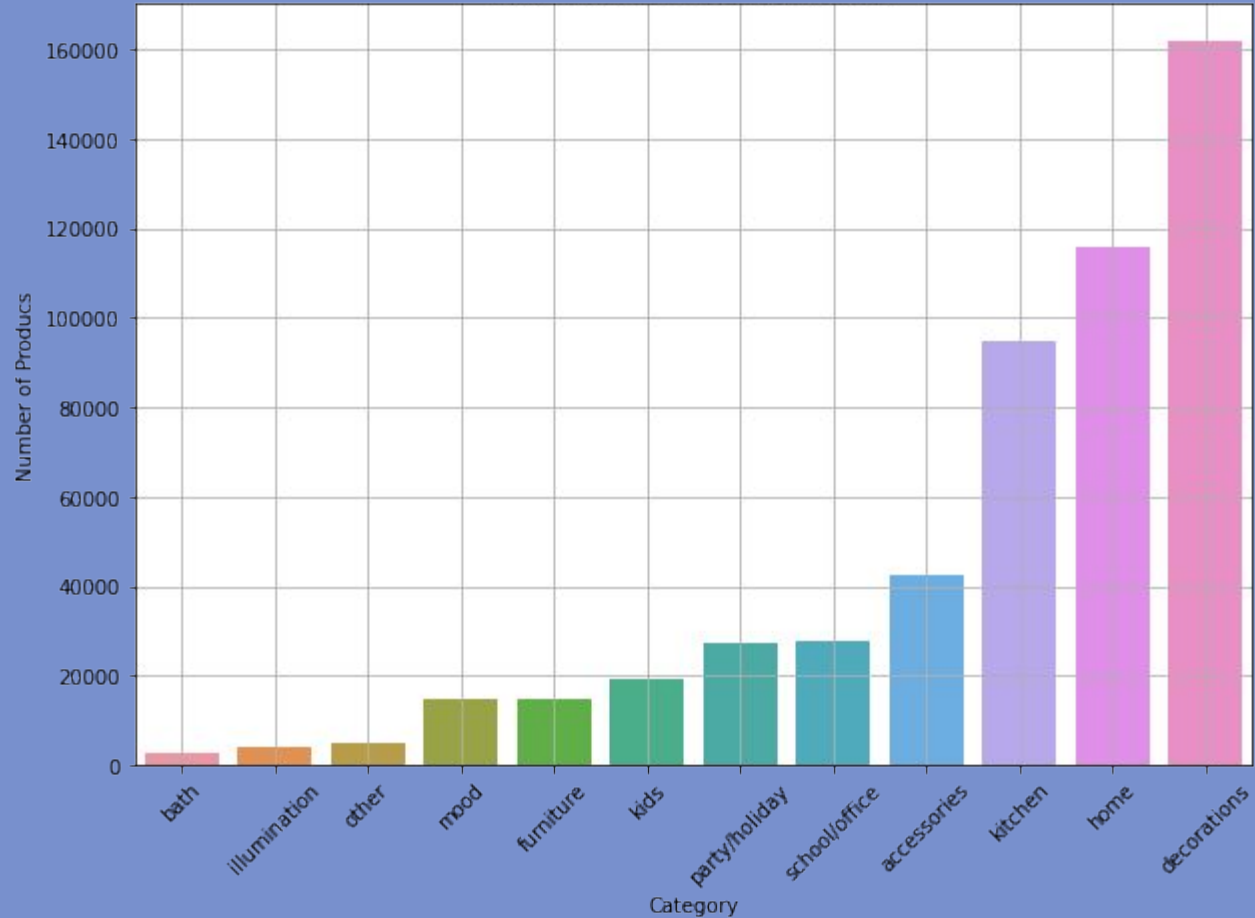
Getting to know the categories

Decorations hold 30.5%
Home 21.8%
Kitchen 17.9%

The rest with less than 10% each.

Categories Shares

- decorations
- home
- kitchen
- accessories
- school/office
- party/holiday
- kids
- furniture
- mood
- other
- illumination
- bath

decorations 30.5%
home 21.8%
kitchen 17.9%
accessories 7.99%
bath 0.486%
illumination 0.788%
other 0.918%
mood 2.78%
furniture 2.81%
kids 3.64%
party/holiday 5.13%
school/office 5.25%

Number of Products per Category
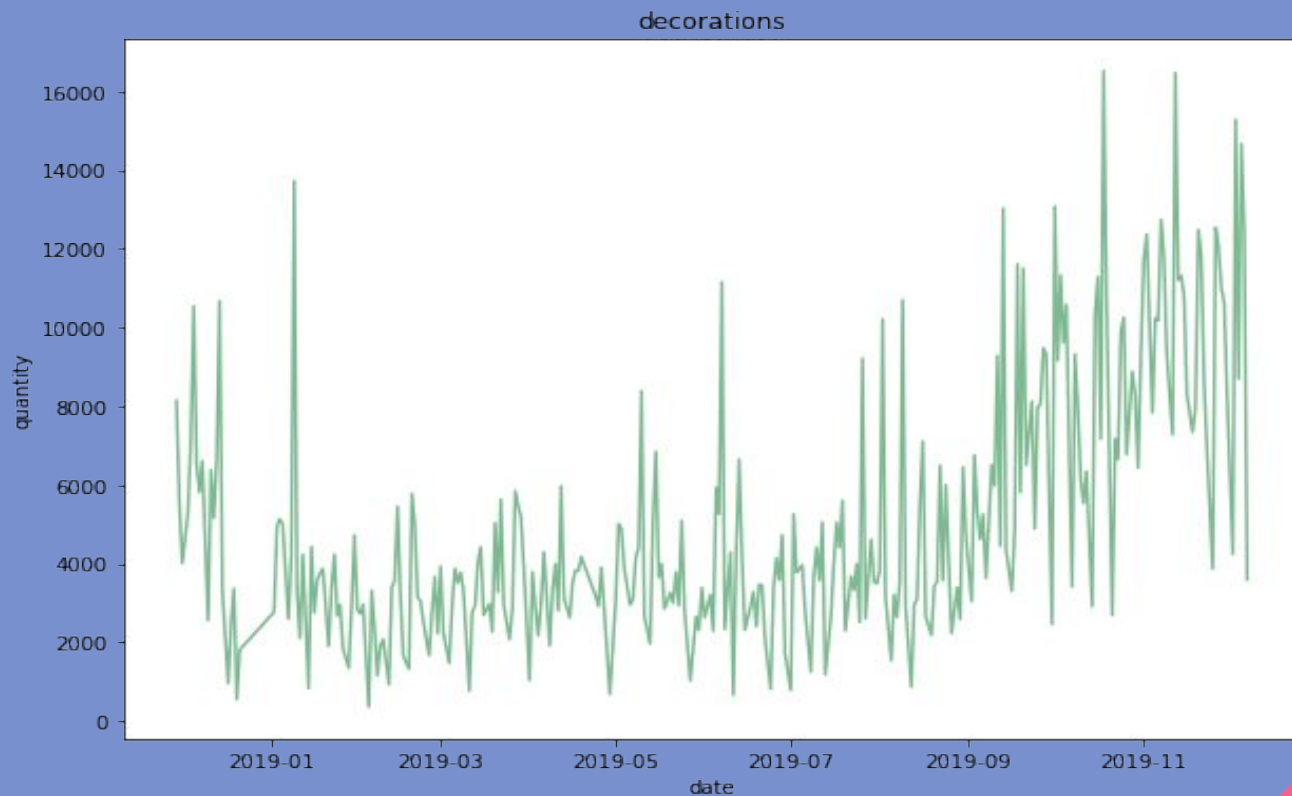
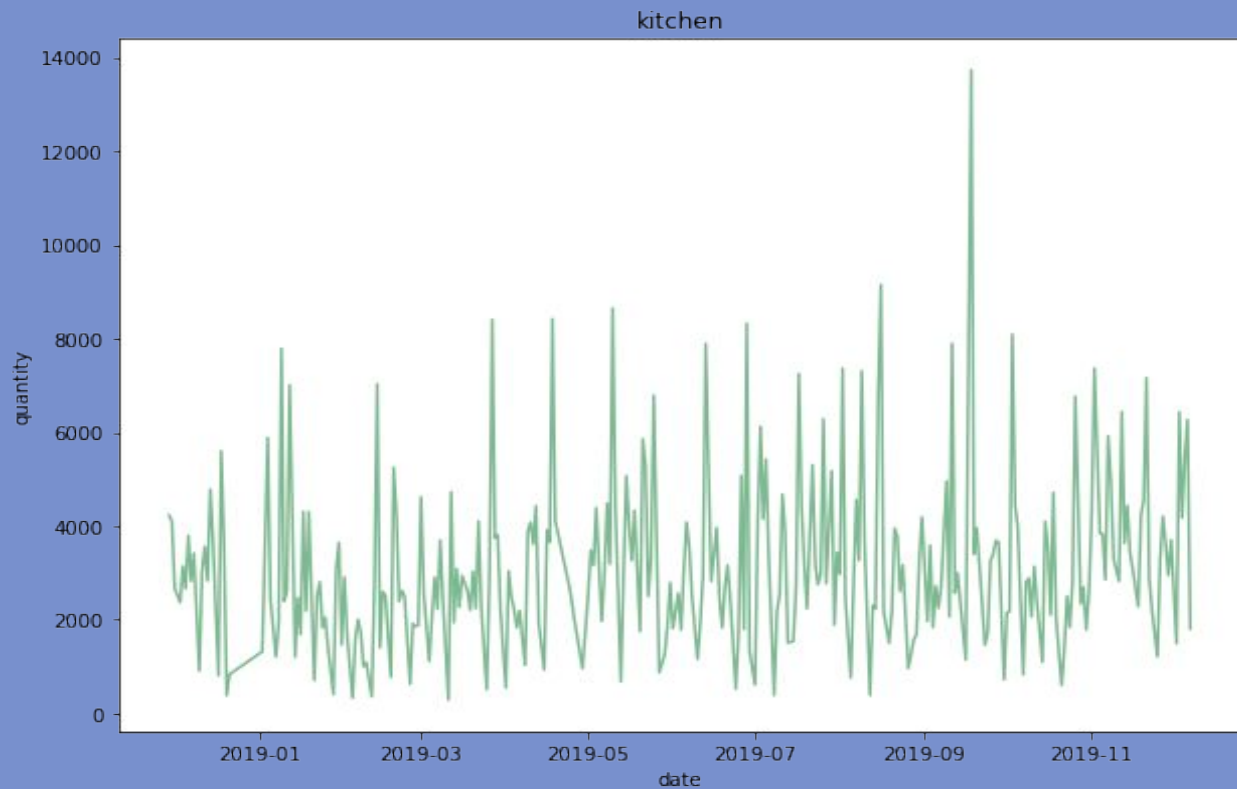The above mentioned top 3 categories lead by far in the number of products.

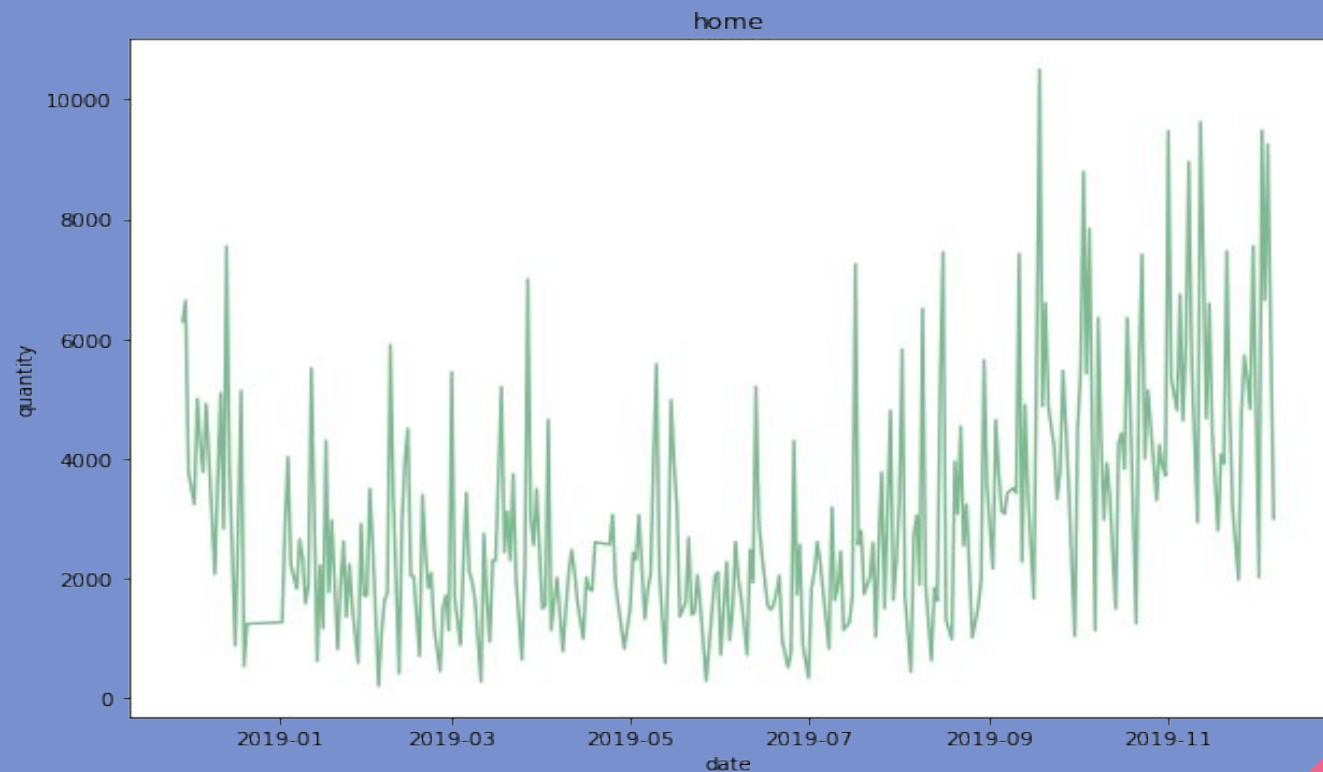# Products Sold

Sales decrease during the winter month.

Number of Units Sold per Date
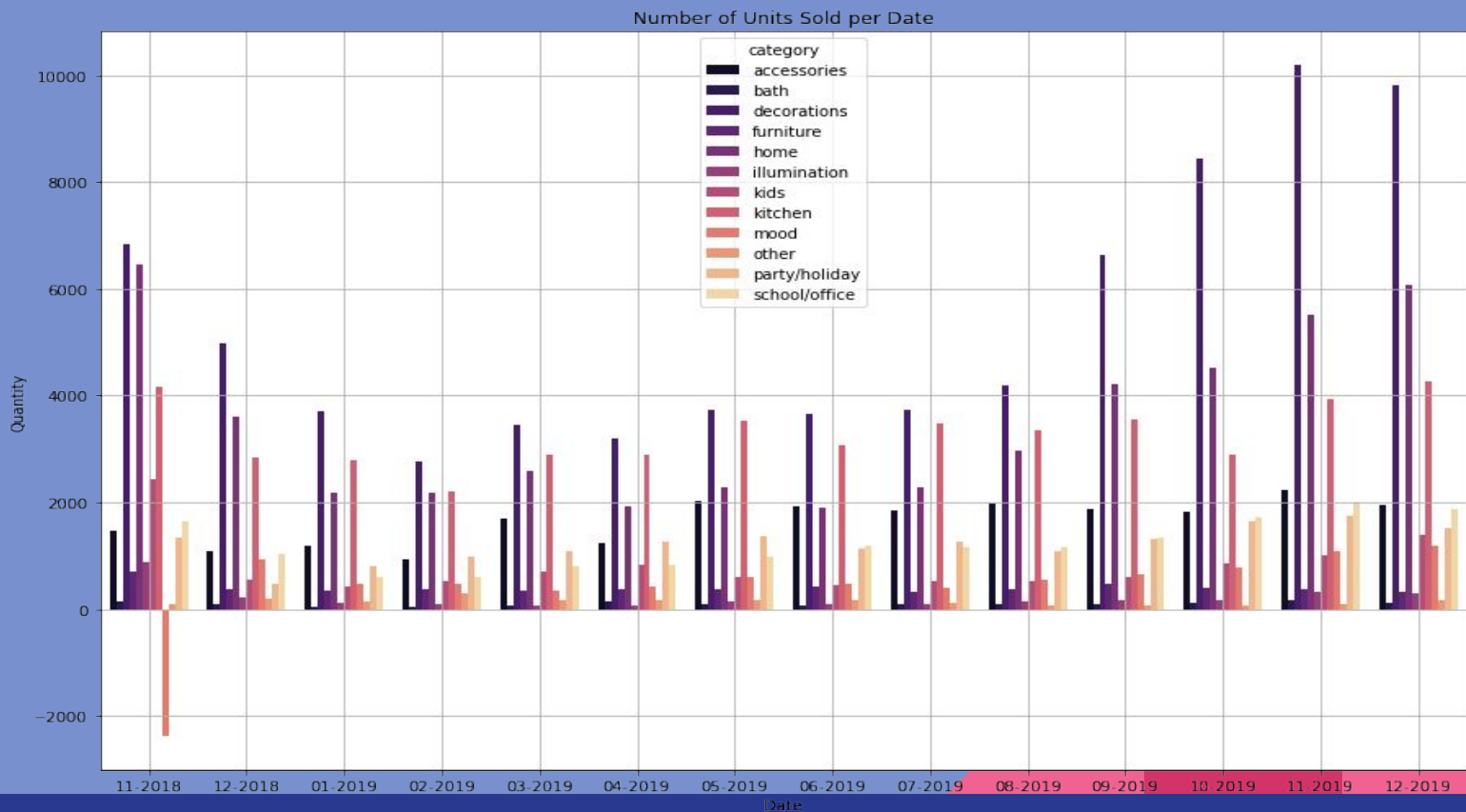
Decorations number of units sold.

Kitchen number of units sold

Home number of units sold

Total number of units sold per category

	category	quantity
2	decorations	1538029
7	kitchen	964568
4	home	947094
0	accessories	513190
10	party/holiday	367057
11	school/office	351419
6	kids	201510
8	mood	178270
3	furniture	115494
5	illumination	44303
9	other	43137
1	bath	27242

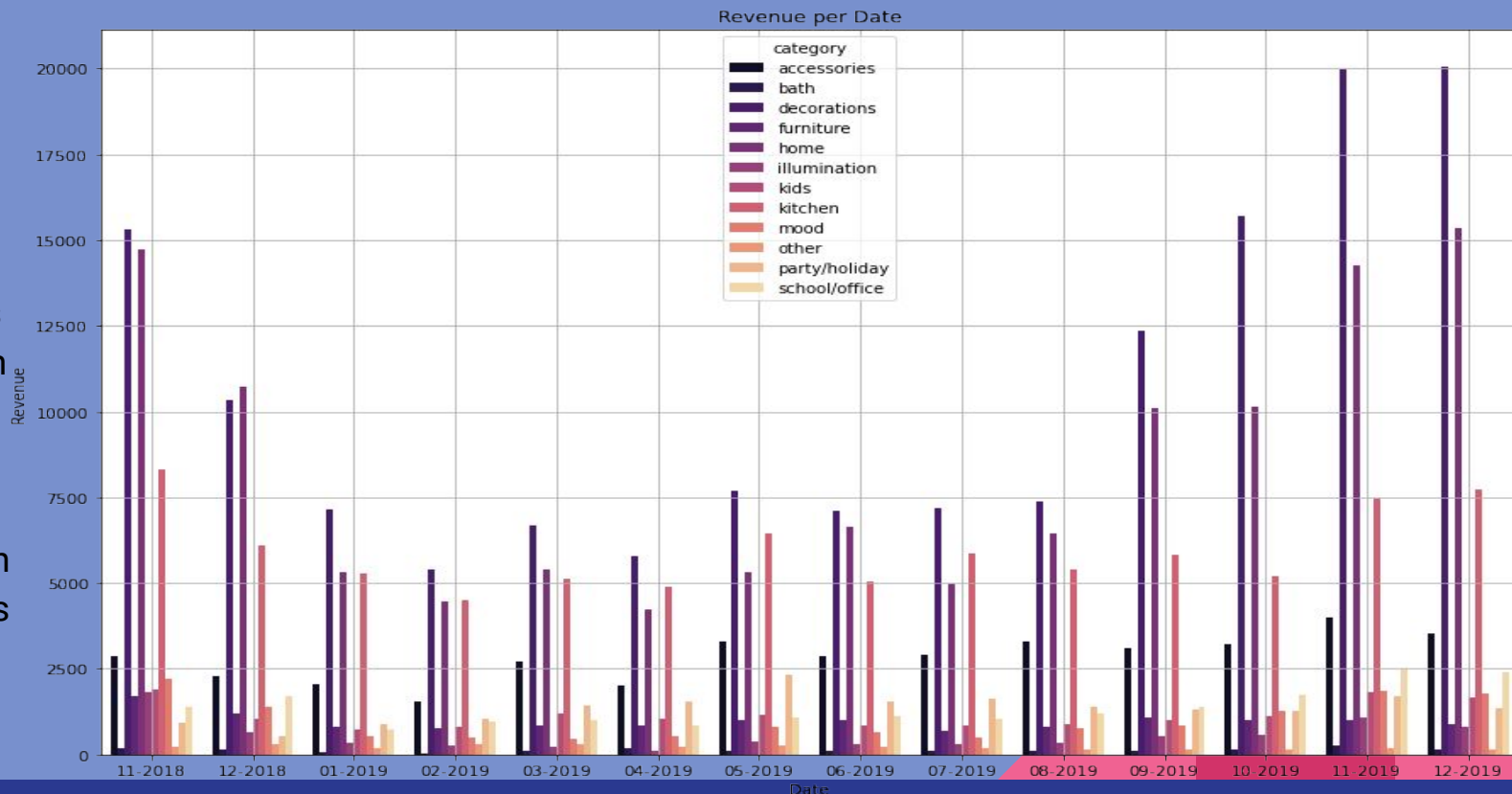Decorations is clearly at the top with 1538029 units sold.
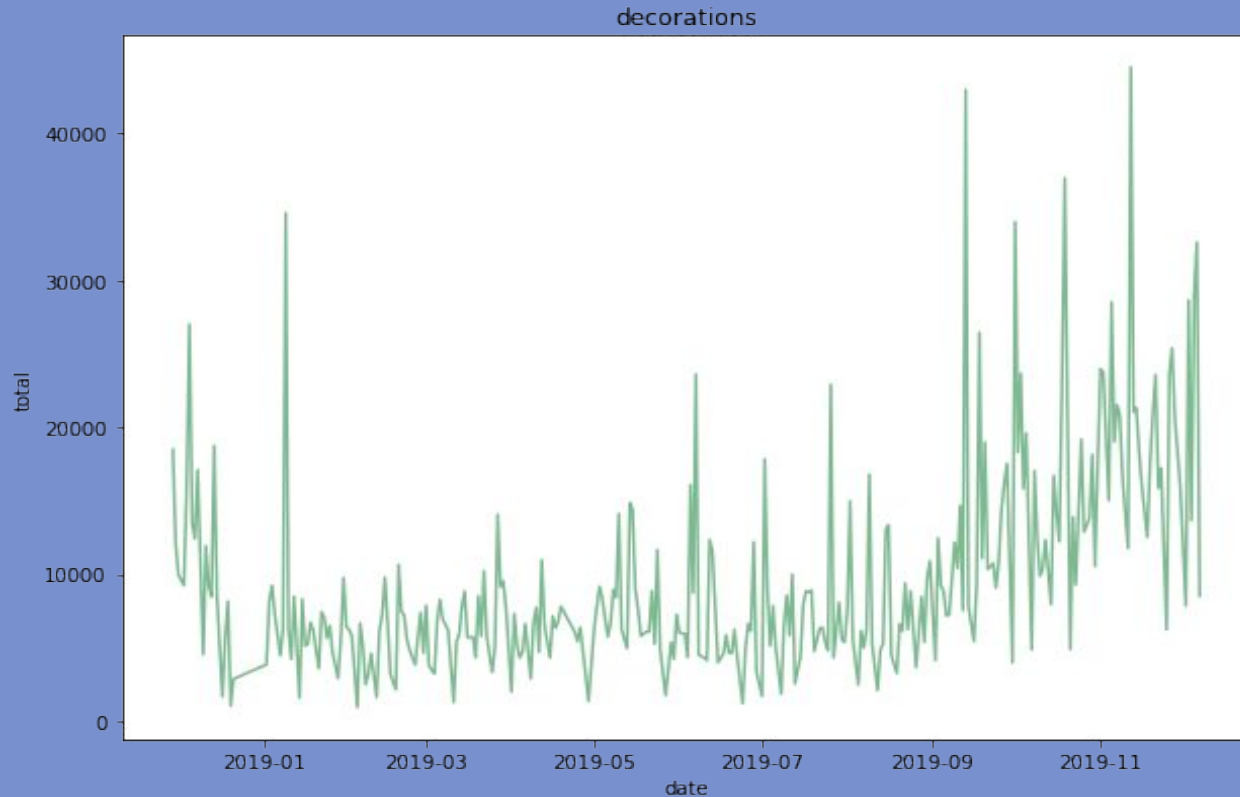Kitchen with 964568.
Home with 947094.
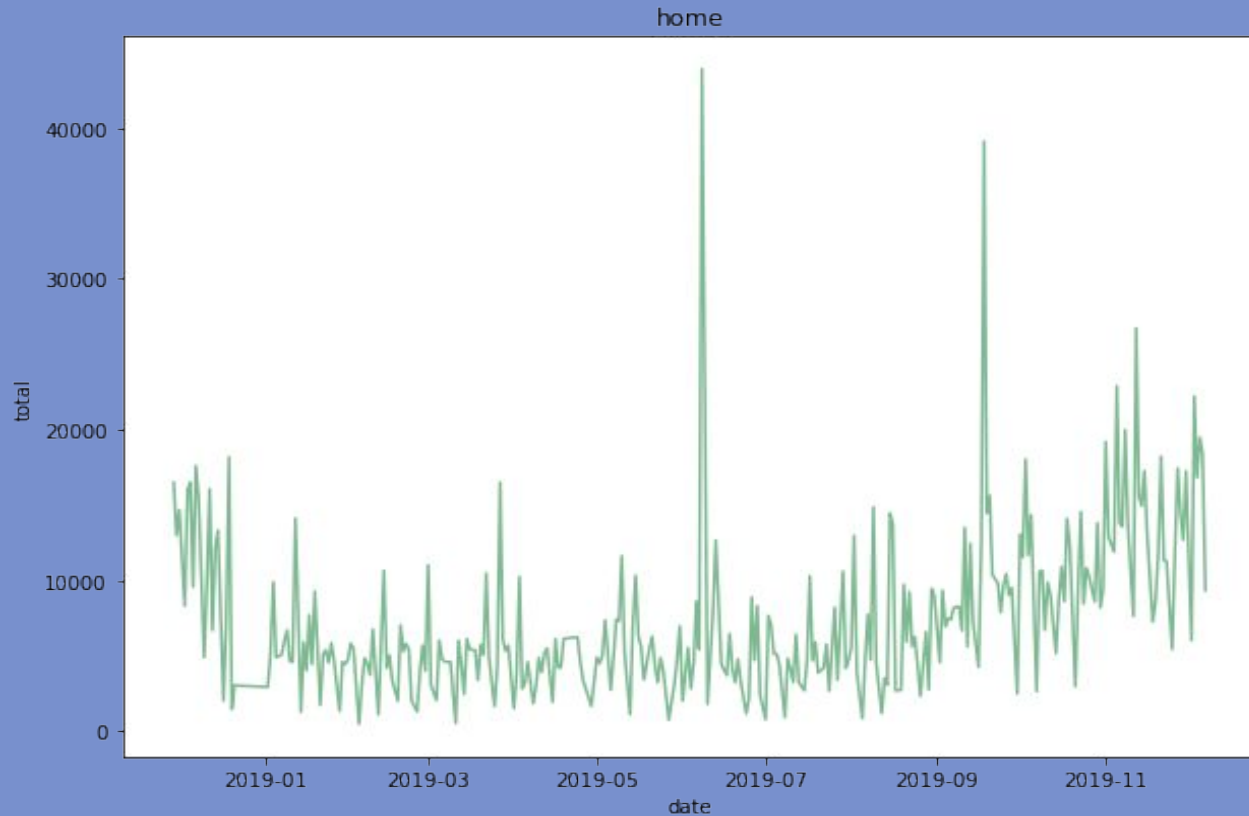
Rest of the numbers are much lower.

Revenue

Decorations and home show tha same tendencies as with units sold. Kitchen behaves differently. There is a small peak in May and less increase in the summer.
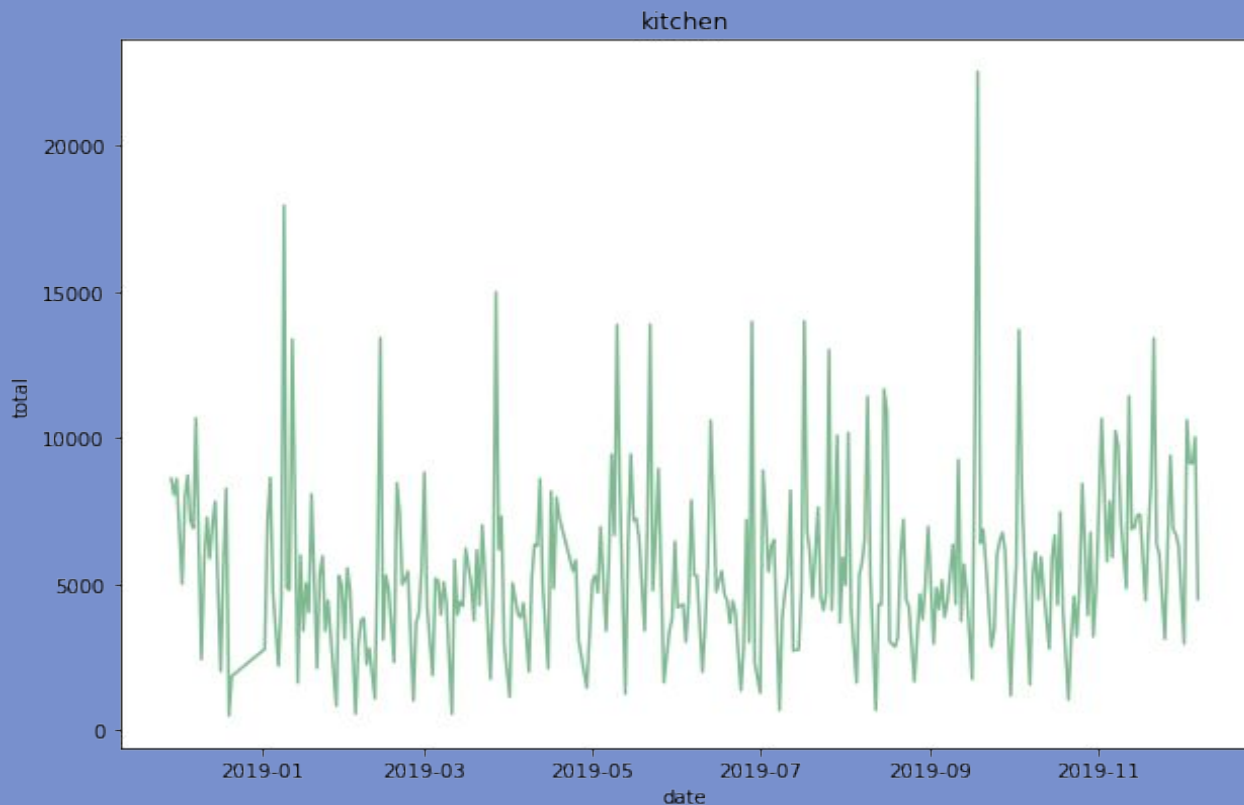

Revenue per Date

Decorations revenue

Home Revenue

Kitchen Revenue

Total revenue per category

	category	total
2	decorations	2962688.430
4	home	2291559.353
7	kitchen	1725782.510
0	accessories	859705.140
10	party/holiday	427746.050
11	school/office	395536.770
6	kids	323755.830
3	furniture	279764.710
8	mood	264249.830
5	illumination	134965.750
9	other	66193.410
1	bath	38781.190

Decorations is at the top with 2962688 GBP.
Here home came second with 2291559 GBP and Kitchen third with 1725782 GBP.

Conclusions

- Decorations is always on top. The other two places are between kitchen and home.
- Other categories are far behind the top 3.
- Less purchases are made during the winter month.