The Look **Ecommerce**

Sales Performance

$10.78M
Total Revenue

$5.62M
Gross Profit

51.07%
Profit Margin

Total Fulfilled Orders
124.7K

Units Sold
180.9K

The Look Ecommerce Analysis Table

	Product Name	Unit ... ▾	Revenue	Gross Profit	Margin (%)
1.	Wrangler Men's Premiu...	57 item	$2,717.06	$1,239.09	45.60%
2.	True Religion Men's Ric...	43 item	$11,031.5	$5,116.71	46.38%
3.	Wrangler Men's Rugge...	40 item	$1,628.65	$743.67	45.66%
4.	Hanes Men's 4 Pack Bo...	38 item	$950	$514.02	54.11%
5.	Lucky Brand Mens Men'	31 item	$3,069	$1,448.17	47.19%

1 - 100 / 27262   ‹ ›

Geographic Sales Distribution

$512.54 • ● $259.90K   2 Item ▭ 4,220 Item

Customer Value Segmentation

Michael Smith	$6.37K
Michael Johnson	$6.19K
James Smith	$5.2K
Michael Brown	$4.64K

Product Contribution (Top 4)

■ Profit   ■ Revenue

- Outerwear & Coats: $744.49K / $1.23M
- Jeans: $569.14K
- Sweaters: $435.86K / $840.04K
- Suits & Sport Coats: $392.68K / $656.01K

Revenue and Profit Trajectory

— Profit   — Revenue

2019 2020 2021 2022 2023 2024 2025

The Look Ecommerce

Sales Performance

$10.78M	**$5.62M**	**51.07%**
Total Revenue	Gross Profit	Profit Margin

Total Fulfilled Orders	**Units Sold**
124.7K	180.9K

1) High Profitability
 A **51.07%** profit margin is impressive. It tells us that the business has likely optimized its cost structure or is pricing its products effectively.

2) Strong Sales Volume
Selling over 180K units and **fulfilling 125K orders** means the platform is **highly active**, with likely high traffic and a working conversion funnel.
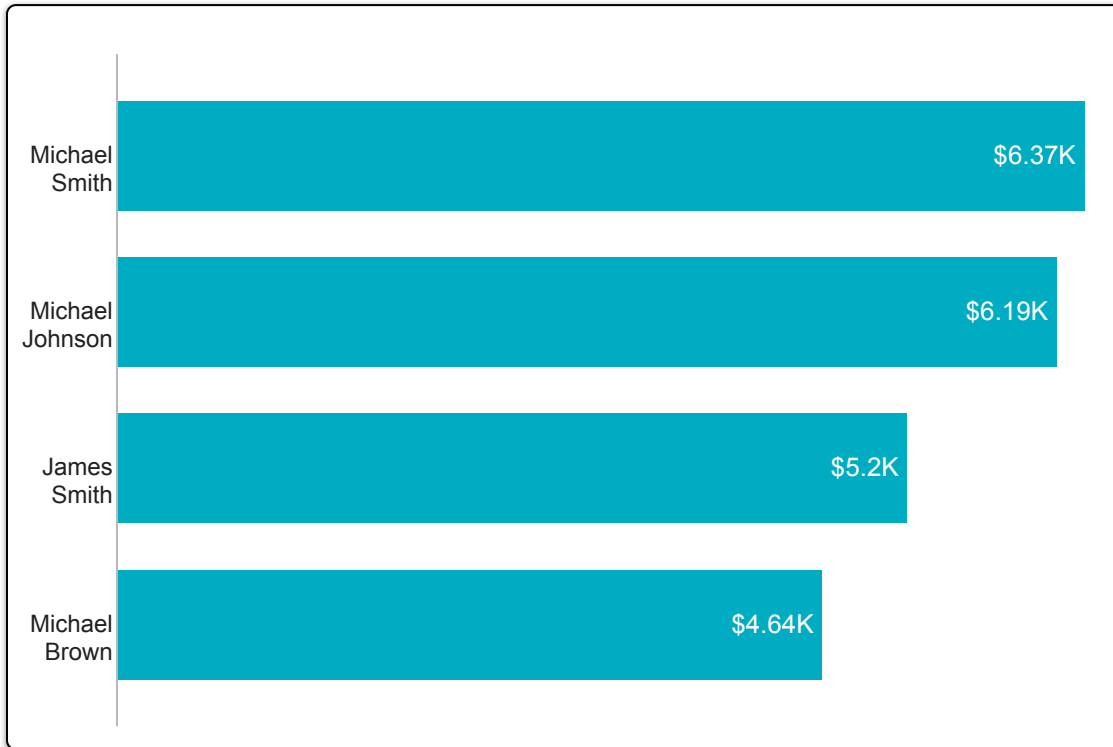
3) Repeat Purchase Behavior
 The ratio of units sold to orders (180.9K / 124.7K) hints that customers **aren't just buying one item**. They are adding more to their cart, which is a good sign of perceived value and product mix.

Insight

1) The North Face Apex (Men's Jacket) stands out with the highest revenue ($24K+) and gross profit ($12K+), despite having **only 27 units sold,** suggesting a higher price point and solid margin **(51.56%)**.
2) True Religion Men's Ricky (Jean) has higher unit sales **(43 item)** but contributes lower revenue and profit.

This might indicate it's a popular low-margin product. The margin percentage ranges from **33% to 66%** (when ordered by margin), indicating inconsistent profitability across products. This suggests the need for a **revised pricing strategy** and potential **cost adjustments** to improve overall margin performance.

👉 Actionable Insight: Focus on promoting products like **The North Face Apex (Men's Jacket)** which offer high profit per unit. Consider bundling or upselling lower-priced high-volume items like Air Jordan Dominate to boost overall cart value.

The Look Ecommerce Analysis Table

	Product Name	Unit Sold	Revenue	Gross Pr... ▾	Margin (%)
1.	The North Face Apex Bion…	27 item	$24,381	$12,570.66	51.56%
2.	NIKE WOMEN'S PRO CO…	19 item	$17,157	$8,882.81	51.77%
3.	Canada Goose Men's The…	16 item	$13,040	$7,193.19	55.16%
4.	Canada Goose Women's …	16 item	$12,000	$7,002.75	58.36%
5.	Canada Goose Women's …	13 item	$9,035	$5,460.61	60.44%
6.	The North Face Nuptse 2 …	10 item	$9,030	$5,354.79	59.30%
7.	The North Face Denali Do…	11 item	$9,933	$5,135.36	51.70%
8.	Women's Knee Length Ov…	25 item	$9,975	$5,126.35	51.39%
9.	True Religion Men's Ricky …	43 item	$11,031.5	$5,116.71	46.38%
10.	Robert Graham Men's Bar…	13 item	$9,074	$5,108.66	56.30%
11.	Rebecca Minkoff Women's…	25 item	$7,826.56	$5,067.17	64.74%
12.	AIR JORDAN DOMINATE …	11 item	$9,933	$4,936.7	49.70%

1 - 100 / 27262 ‹ ›

Customer Value Segmentation

Customer	Value
Michael Smith	$6.37K
Michael Johnson	$6.19K
James Smith	$5.2K
Michael Brown	$4.64K

💡 Insight

1) The top customers (Michael Smith, Michael Johnson) each spent over $6K, while even the last of the top (Michael Brown) is close to $4.6K.

2) The relatively close values suggest a tight group of high-value customers.

Strategy: Consider launching a VIP loyalty program for these top spenders, offering exclusive deals or early access to drive retention and advocacy.

💡 Insight

1) Outwear and Coats dominate with the highest revenue ($1.34M), and solid profit ($744K+), while even the second top (Jeans) is close revenue ($1.2M) and profit ($569K+).

3) Suits & Sport Coats generate the lowest figures, possibly due to lower volume or niche demand.

Note: Amplify marketing around Outerwear & Jeans, as they combine strong sales and margins. Investigate if suits can be **optimized or repositioned** to improve contribution.
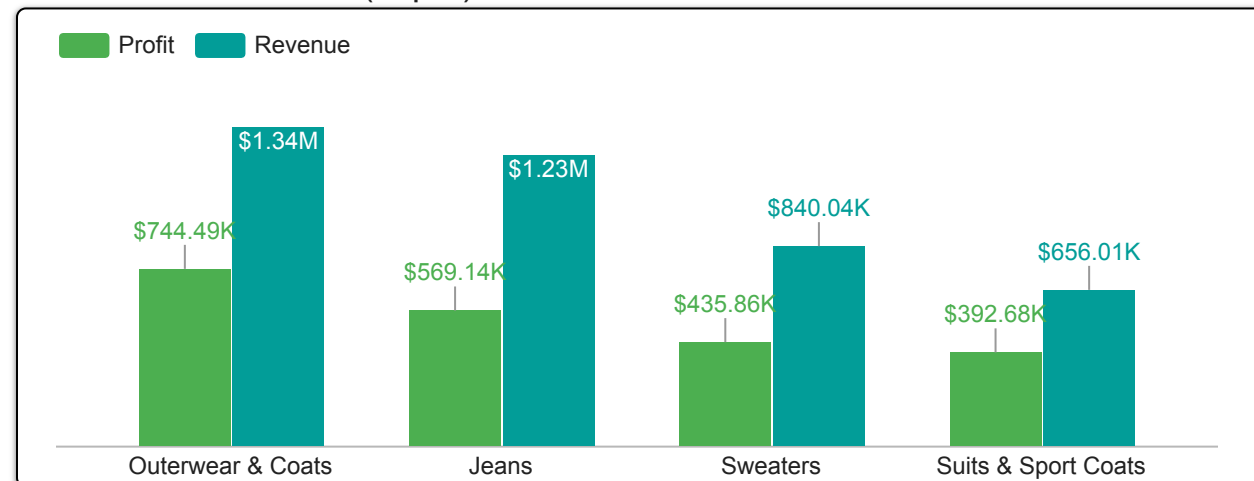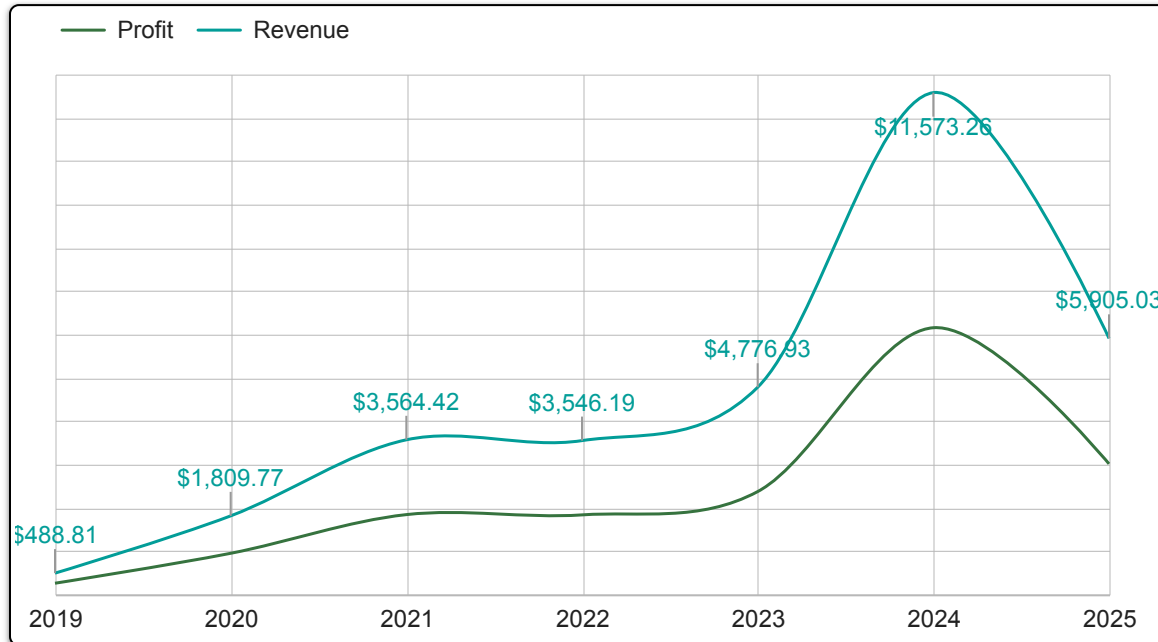
Product Contribution (Top 4)

Legend: Profit (green), Revenue (teal)

Product	Profit	Revenue
Outerwear & Coats	$744.49K	$1.34M
Jeans	$569.14K	$1.23M
Sweaters	$435.86K	$840.04K
Suits & Sport Coats	$392.68K	$656.01K

The Look Ecommerce

Revenue and Profit Trajectory

Legend: Profit, Revenue

Data points (Revenue): $488.81, $1,809.77, $3,564.42, $3,546.19, $4,776.93, $11,573.26, $5,905.03

X-axis: 2019, 2020, 2021, 2022, 2023, 2024, 2025

💡 Insight

1) There's strong growth peaking around 2024, followed by a noticeable decline in 2025.
2) Revenue and profit rise steadily until 2023, then shoot up significantly before the dip.

Note:
- Investigate what drove the 2024 peak, is that seasonal trends? New product lines?
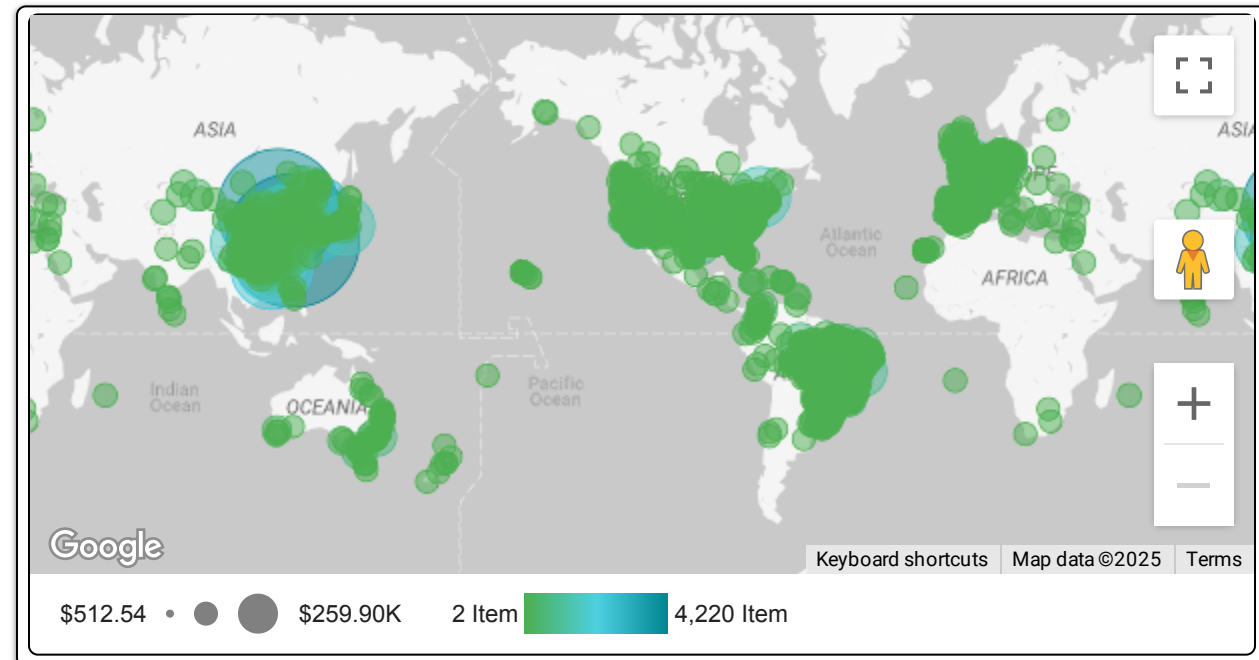- The 2025 drop is a red flag perhaps market saturation, operational costs, or declining demand?

💡 Insight

1) The Asia-Pacific region is a stronghold in volume (notably high bubble size). There is a diverse global footprint, with active sales across North America, Europe, and Oceania.
2) Some regions show minimal activity, especially parts of Africa and Eastern Europe.

Next Steps: Consider regional campaigns or logistics partnerships to expand in under-tapped areas, especially where item count is low but infrastructure allows.
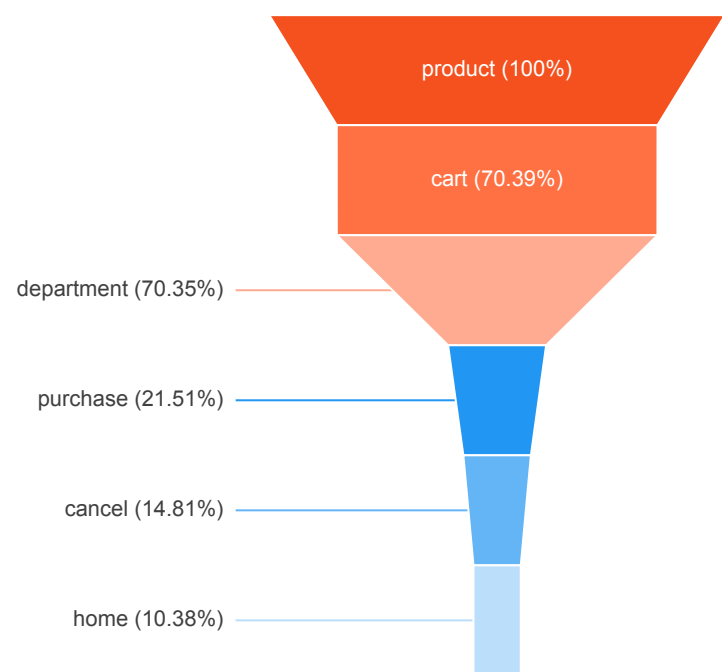
Geographic Sales Distribution

$512.54 • ● $259.90K   2 Item ▬▬▬ 4,220 Item

The Look **Ecommerce**

Year ▾   **Hour** ▾

Funnel Convertion Rate

product (100%)

cart (70.39%)

department (70.35%)

purchase (21.51%)

cancel (14.81%)

home (10.38%)

Marketing Touchpoints	Users	City Reach
2.4M	80,050	8,775

Browser Usage Share

Chrome : 1,213,983 user

Firefox : 488,063 user

Safari : 484,290 user

IE : 121,43… Other : 12…

Engagement Activity

25.2%
44.8%
30%

Engagement by Channel

27.4%
41.1%
31.5%

- Email
- Adwords
- Others

Geographic Interaction

ASIA

NORTH AMERICA

Atlantic Ocean

EUROPE

AFRICA

SOUTH AMERICA

Pacific Ocean

Indian Ocean

OCEANIA

Google

Keyboard shortcuts Map data ©2025 Terms

Interaction 0 ▬▬▬ 58,187

Temporal Analysis

All User Purchase: 14485 14281 16284 17031 18999 21093 17466 11602 11836 12413 12490 13773

All User Cancel: 11,345 10,396 11,464 11,088 11,517 11,062 9,982 9,731 9,409 9,888 9,411 9,882

- All User Purchase
- User Purchase
- All User Cancel
- User Cancel

Janu… March May July September November
February April June August October December

The Look Ecommerce

| Marketing Touchpoints	Users	City Reach
2.4M	80,050	8,775

The Look Ecommerce has achieved broad marketing coverage, reaching over 2.4 million touchpoints, with an active user base of 80,050 and a diverse city reach of 8,775 locations. However, deeper funnel analysis reveals significant drop-offs, uncovering key conversion and engagement challenges that should be addressed through smarter targeting and experience optimization.

Funnel Convertion Rate

product (100%)
cart (70.39%)
department (70.35%)
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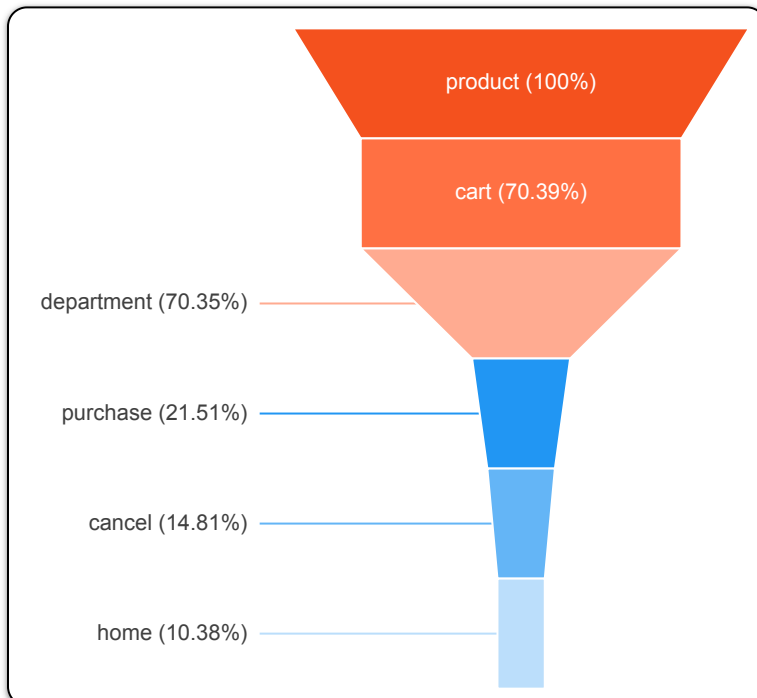
Funnel Conversion Rate
1) From 100% at the product view level, only **21.51%** reach the purchase stage, and **14.81%** cancel, that indicates a steep drop-off after adding to cart.
2) Key leakage happens between cart (70.39%) and purchase (21.5%), indicating friction or doubt at checkout.
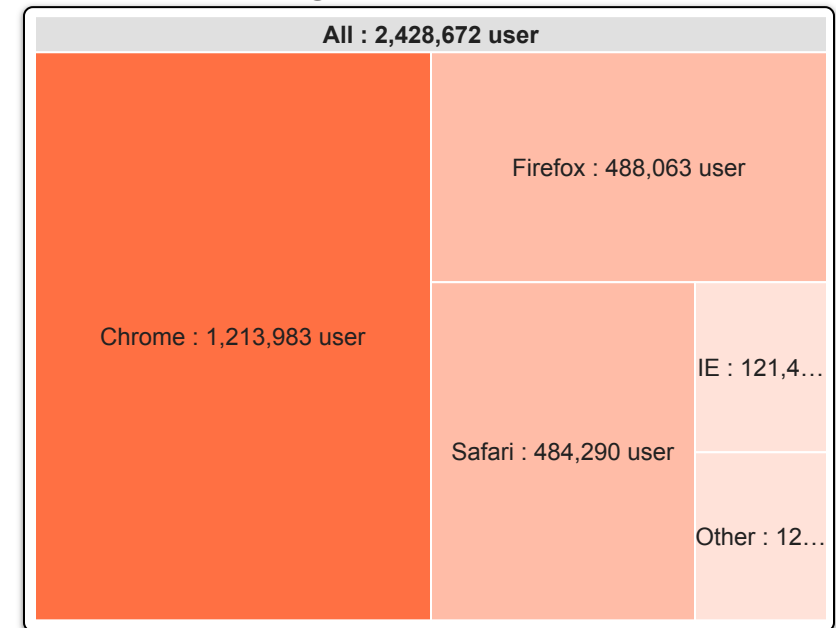
The Focus: Prioritize checkout optimization (clearer pricing, simpler payment process, or exit intent offers) to reduce abandonment and lift conversions.

Browser Usage Share

Browser Usage Share
1) Chrome dominates **(1.21M users)**, far ahead of Firefox and Safari.
2) This concentration gives an opportunity to optimize site performance specifically for Chrome browsers to ensure top-tier user experience.
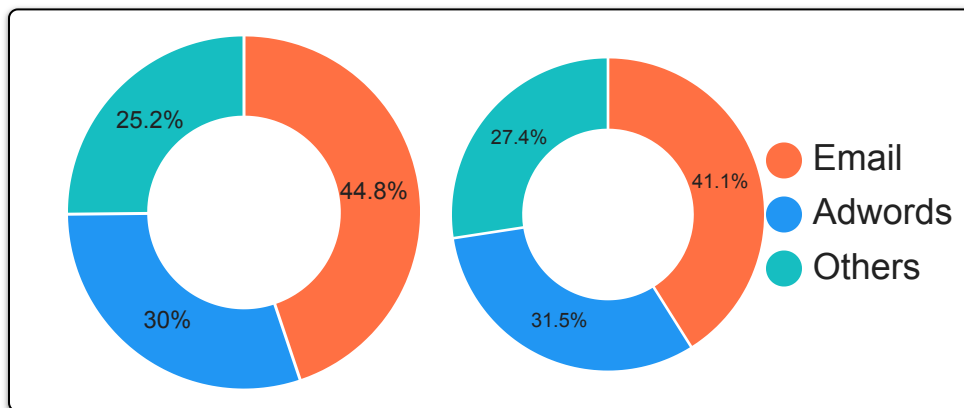
Strategic Focus: Ensure marketing content, tracking scripts, and landing pages are highly compatible and fast-loading on Chrome, especially for mobile Chrome users.

All : 2,428,672 user

Chrome : 1,213,983 user

Firefox : 488,063 user

Safari : 484,290 user

IE : 121,4…

Other : 12…

Engagement Activity

Engagement by Channel

25.2%
44.8%
30%

27.4%
41.1%
31.5%

- Email
- Adwords
- Others

Engagement Activity & Channels
1) Email is the top engagement driver (44.8%), followed by Adwords (30%) and Others (25.2%).
2) Channel-wise, Email leads again (41.1%), but 'Others' collectively contribute 27.4%, likely from organic or social efforts.
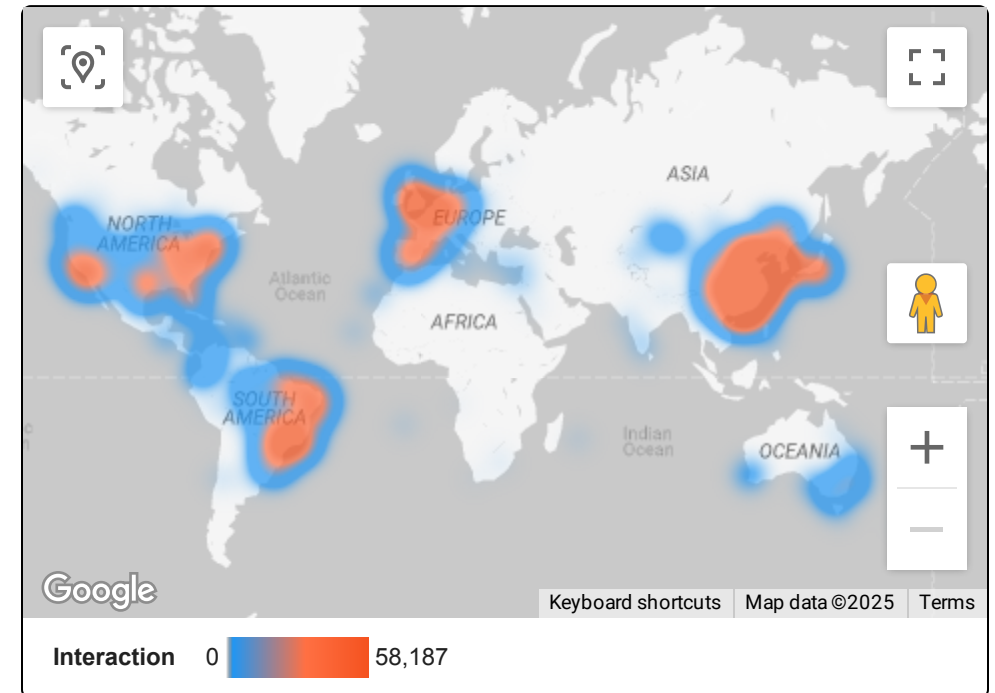
Strategy: Leverage email's strength with personalized, automated flows, but don't neglect AdWords and non-paid channels, which provide substantial lift.

The Look Ecommerce
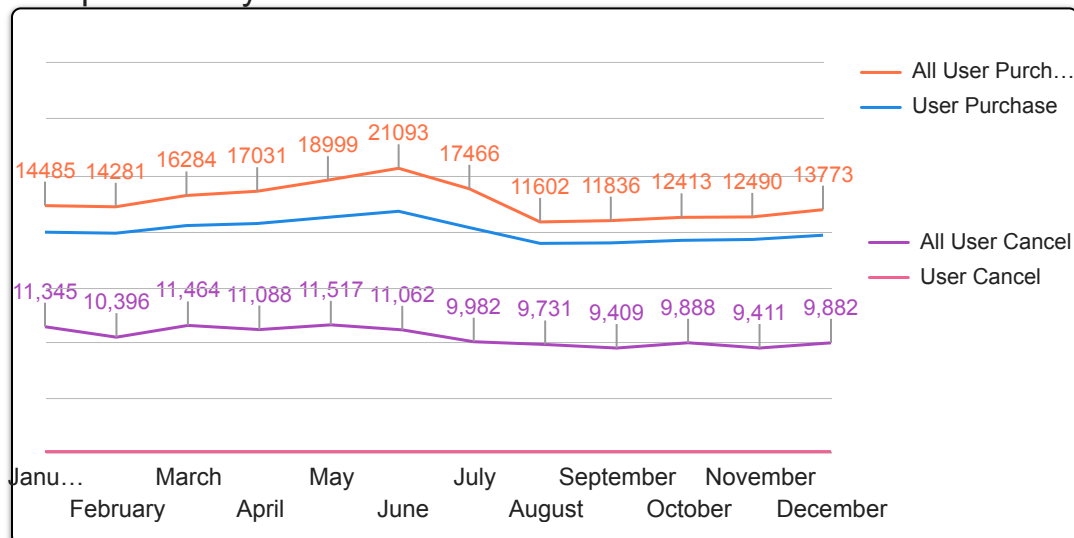
Geographic Interaction

Geographic Interaction
1) The strongest interactions come from North America, Europe, and Asia.
2) Low interaction zones come from Africa, parts of Oceania it may represent untapped or underserved markets.

Focus: Double down on performing regions with localized campaigns, and test low-cost campaigns in underperforming geographies to gauge new potential.

Interaction   0   58,187

Temporal Analysis

All User Purch…
User Purchase
All User Cancel
User Cancel

14485 14281 16284 17031 18999 21093 17466 11602 11836 12413 12490 13773

11,345 10,396 11,464 11,088 11,517 11,062 9,982 9,731 9,409 9,888 9,411 9,882

Janu… February March April May June July August September October November December

Temporal Analysis
1) User purchase peaks in May and July (over 21,000 purchases), with steady activity in Q2 and Q3.
2) Cancellations remain relatively stable, but decrease slightly end-year (October-December), aligning with higher purchase volume.

Strategy: Plan major campaigns around Q2–Q3 where buyer intent is highest. Use retargeting or promotions post-peak to reduce cancellation behavior during those times.