

Total Revenue

10.64M

Net Revenue

9.75M

Total Orders

24K

Valid Orders

21K

Average Order Value

516.48

Unique Customers

4.4K

Segment Labels

All

Customer Type

All

From Clicks to Cart: Uncovering the Pulse of E-Commerce Sales

When Customers Click 'Buy': A Monthly Order & Revenue Story

Total Orders

Total Revenue

3.0K

2.90K

1.46M

2.0K

1.36K

0.69M

1.0K

1.33K

0.52M

0.0K

1.82K

0.72M

0.0K

1.52K

0.54M

0.0K

2.02K

0.77M

0.0K

1.92K

0.76M

0.0K

1.77K

0.72M

0.0K

1.66K

0.74M

0.0K

2.23K

1.06M

0.0K

2.53K

1.15M

0.0K

3.39K

1.51M

DecJanFebMarAprMayJunJulAugSepOctNov

Month

Total Revenue

Tick-Tock, Add to Cart: Order Patterns by Hour

Number of Orders

Hour of the Day

3.0K

0.02K

0.62K

1.75K

3.01K

3.80K

3.25K

2.93K

2.82K

1.80K

1.04K

0.32K

0.03K

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The Revenue Giants: Top 20 Best-Earning Products

Product	Total Revenue	Net Revenue
DOTCOM POSTAGE	206,248.77	206,245.48
REGENCY CAKESTAND 3 TIER	174,484.74	164,762.19
PAPER CRAFT , LITTLE BIRDIE	168,469.60	0.00
WHITE HANGING HEART T-LIGHT HOLDER	106,292.77	99,668.47
PARTY BUNTING	99,504.33	98,302.98
JUMBO BAG RED RETROSPOT	94,340.05	92,356.03
MEDIUM CERAMIC TOP STORAGE JAR	81,700.92	4,221.28
Manual	78,112.82	-68,671.64
POSTAGE	78,101.88	66,230.64
RABBIT NIGHT LIGHT	66,964.99	66,756.59
PAPER CHAIN KIT 50'S CHRISTMAS	64,952.29	63,791.94
ASSORTED COLOUR BIRD ORNAMENT	59,094.93	58,959.73
CHILLI LIGHTS	54,117.76	53,768.06
SPOTTY BUNTING	42,548.13	42,065.32
JUMBO BAG PINK POLKADOT	42,436.24	41,619.66
BLACK RECORD COVER FRAME	40,652.13	40,596.96

A Week in the Life of E-Commerce Orders

Number of Orders

Weekday

5.0K

2.38K

3.96K

4.43K

4.50K

5.35K

3.83K

SundayMondayTuesdayWednesdayThursdayFriday

Flying off the Shelves: Products Customers Love the Most

Product	Total Quantity
PAPER CRAFT , LITTLE BIRDIE	80995.00
MEDIUM CERAMIC TOP STORAGE JAR	78033.00
WORLD WAR 2 GLIDERS ASSTD DESIGNS	55047.00
JUMBO BAG RED RETROSPOT	48478.00
WHITE HANGING HEART T-LIGHT HOLDER	37895.00
POPCORN HOLDER	36761.00
ASSORTED COLOUR BIRD ORNAMENT	36461.00
PACK OF 72 RETROSPOT CAKE CASES	36419.00
RABBIT NIGHT LIGHT	30788.00
MINI PAINT SET VINTAGE	26633.00
PACK OF 12 LONDON TISSUES	26339.00
PACK OF 60 PINK PAISLEY CAKE CASES	24854.00
VICTORIAN GLASS HANGING T-LIGHT	24304.00
ASSORTED COLOURS SILK FAN	23826.00
BROCADE BIRD BIRSE	22056.00



Who Buys, Who Stays; Profiling Our Our Most Valuable Customers

Total Orders

24K

Average Monetary Value

2.45K

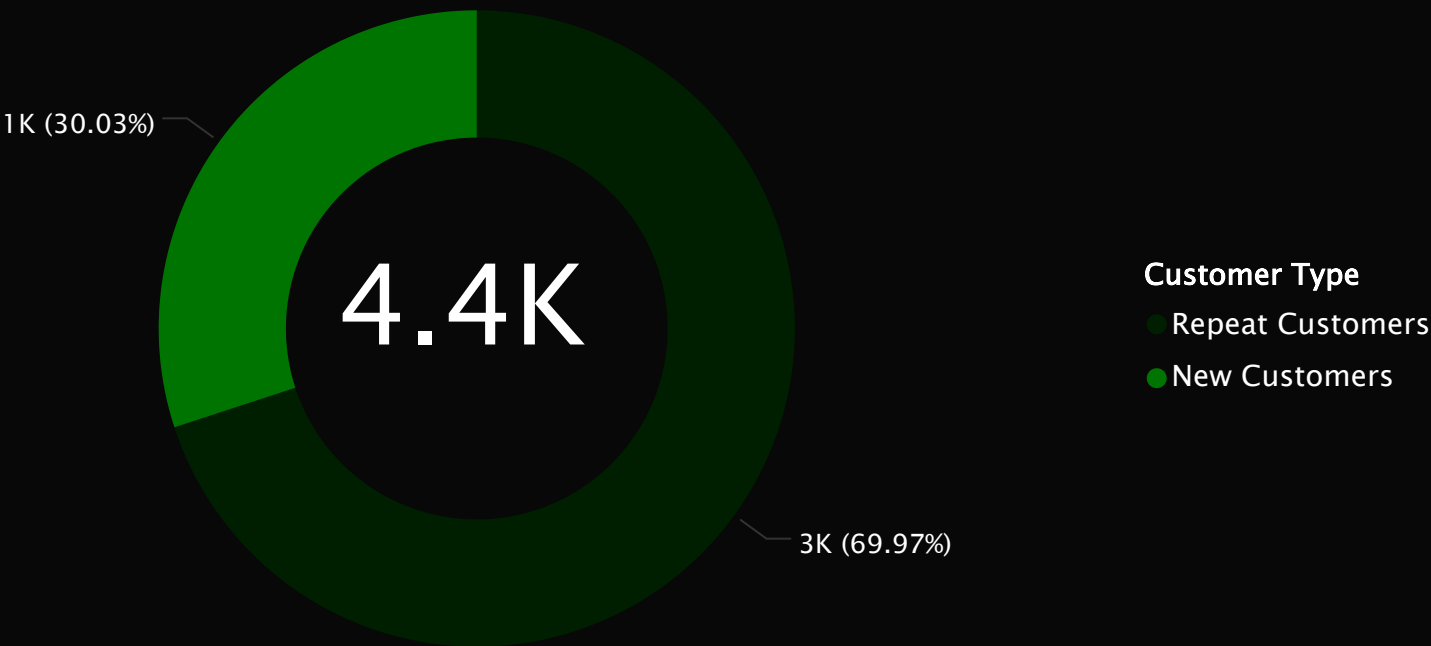
Avg Purchases per Customer

6

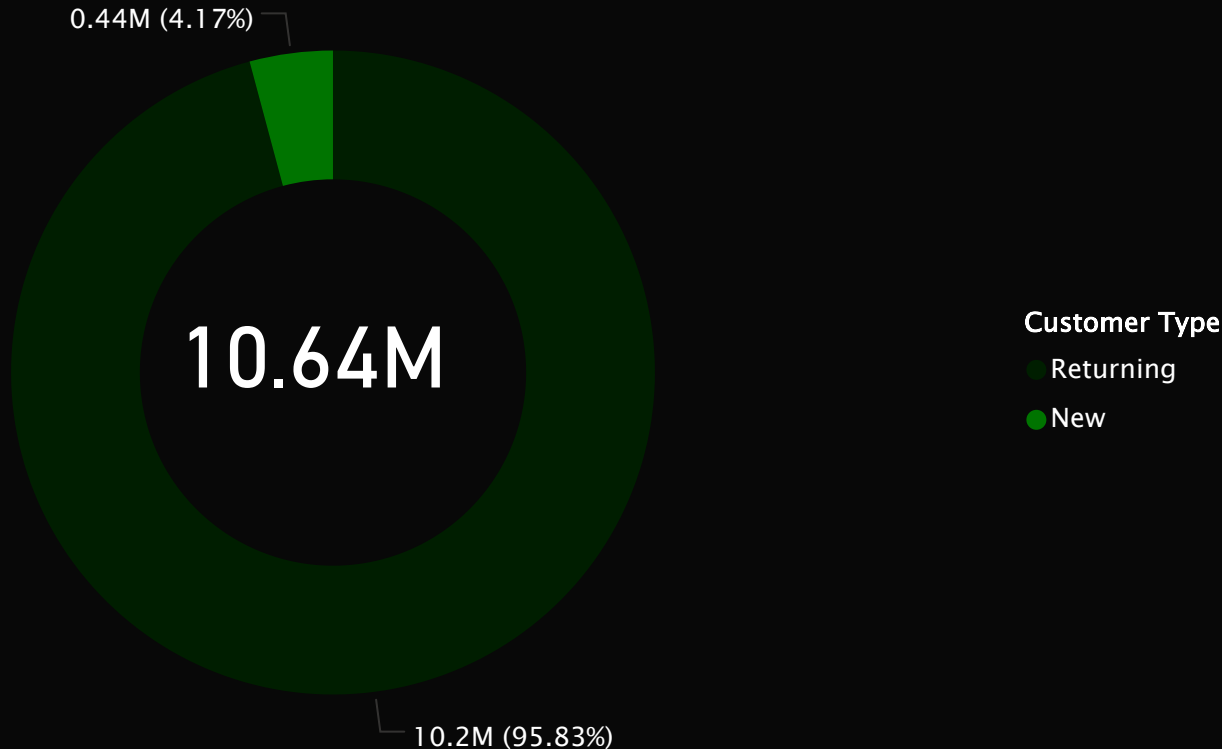
Unique Customers

4.4K

New Faces or Familiar Ones?



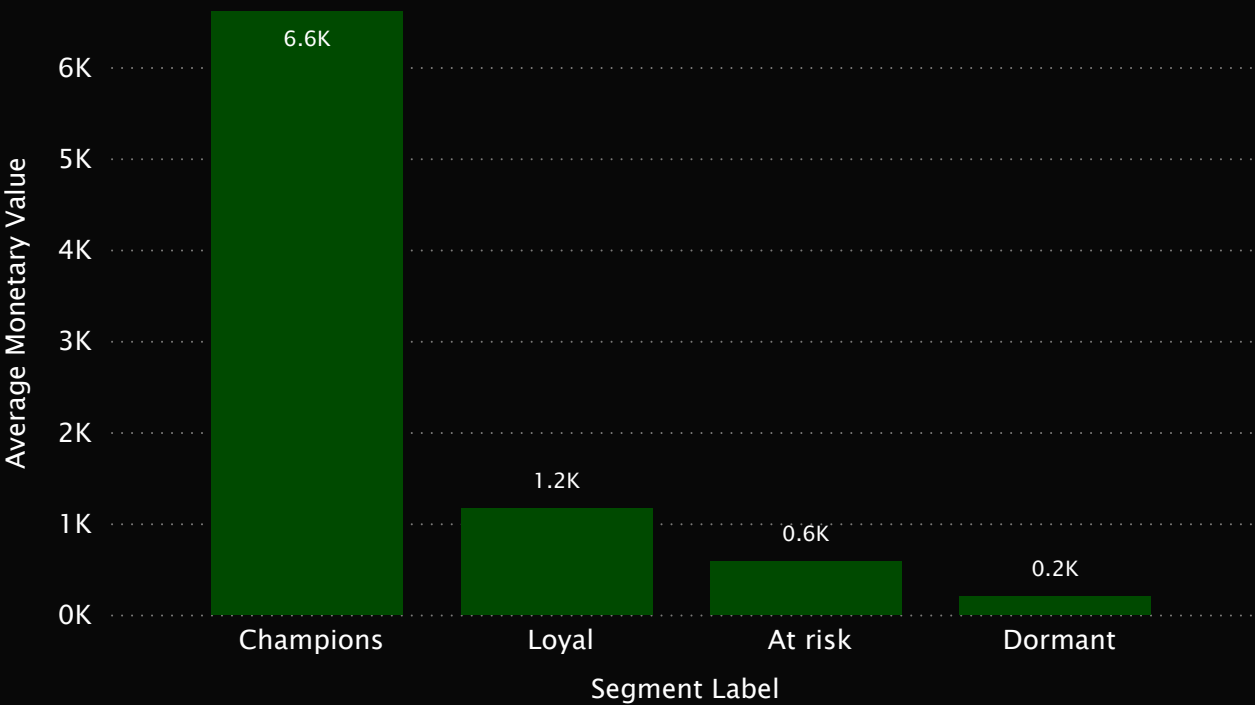
Who's Driving the Revenue?



From Champions to Churn Risks: Customer Distribution by RFM



Who Spends the Most? Segment-Wise Spending Power



Where Loyalty Meets Value: Top Spending Champions

Segment Labels	CustomerID	Monetary Value
Champions	14646	280,206.02
Champions	18102	259,657.30
Champions	17450	194,550.79
Champions	14911	143,825.06
Champions	12415	124,914.53
Champions	14156	117,379.63
Champions	17511	91,062.38
Champions	16029	81,024.84
Champions	16684	66,653.56
Champions	14096	65,164.79
Champions	13694	65,039.62
Champions	15311	60,767.90
Champions	12080	58,825.82