E-COMMERCE EXECUTIVE
S U M M A R Y

O V E R V I E W

Leveraging the UK Online Retail Dataset (2010–2011) from the UCI Machine Learning Repository, this analysis provides insight into key customer behaviors, revenue trends, and product performance. Through comprehensive data cleaning, enrichment, and segmentation—including RFM analysis and churn modeling—this report delivers actionable findings to support data-driven decisions.

K E Y   M E T R I C S

Total Revenue: $1,797,080

Average Churn: 14.55%

Top Item: Lunch Bag Red Retrospot

**Top Month:** December 199k Revenue

S I G N I F I G A N T   C H U R N

A notable spike in customer churn was observed in March 2011, coinciding with the UK's public protests over government spending cuts. Given that the UK accounts for the majority of sales, this event likely triggered consumer uncertainty and reduced purchase activity.

C U S T O M E R   R E V E N U E   T R E N D S

Retail customer spending grew steadily throughout the year, reflecting strong, consistent demand. Conversely, wholesale activity dropped in October, followed by a sharp rebound—suggesting inventory restocking and holiday-season bulk purchasing behavior.
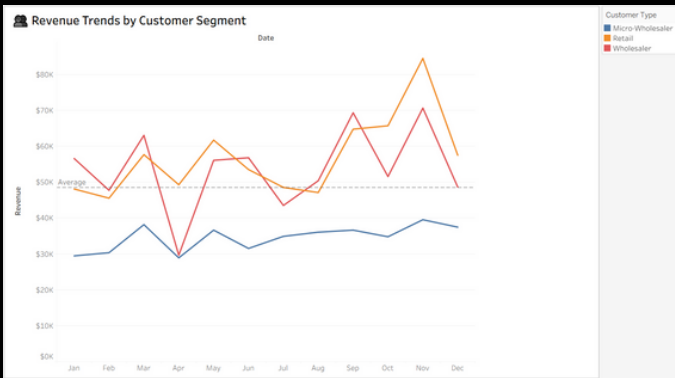
R E C C O M E N D A T I O N S

Crisis-Aligned Messaging: Tailor marketing to reflect consumer values and empathy during uncertain periods. Highlight essentials and social responsibility.

Incentivize Loyalty: Launch rewards and exclusive deals to boost retention among repeat buyers.

Promote Gift-Oriented Products: Build campaigns around family gifting and emotional value—especially during peak seasons.