Ecommerce Fashion Analysis

Sentiment Scale

Funtastic | Good | Netural | Nice | Poor

season: All

subCategory: All

productDisplayName

109F Blue...

109F Red ...

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1000	Total Customers
23.75K	Total Orders
249K	Total Sold Units
1.31bn	Total Sales
3.00	Avg Topic Rating
25.83K	Total Ratings
3.01	Average Overall Rating
0.54	Average Sentiment

Customers Info

Gender	Country	PreferredCategory	CustomerSegment	PreferredBrand	Overall Feedback Title
Female	Austrailia	Accessories	New	Balenciaga	Brand Perception
Female	Austrailia	Accessories	New	Balenciaga	Color and Appearance
Female	Austrailia	Accessories	New	Balenciaga	Comfort

Business Info

FirstName	RegistrationDate	LastPurchaseDate	Review_Date
Benjamin	Wednesday, January 06, 2010	Tuesday, November 09, 2021	Wednesday, December 07, 2022
Benjamin	Wednesday, January 06, 2010	Tuesday, November 09, 2021	Saturday, December 10, 2022
Benjamin	Wednesday, January 06, 2010	Tuesday, November 09, 2021	Wednesday, December 28, 2022

Ecommerce Sales Analysis

Sentiment Scale

Funtastic | Good | Netural | Nice | Poor

season: All

subCategory: All

productDisplayName

109F Blue...

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1000 Total Customers	23.75K Total Orders	249K Total Sold Units	1.31bn Total Sales
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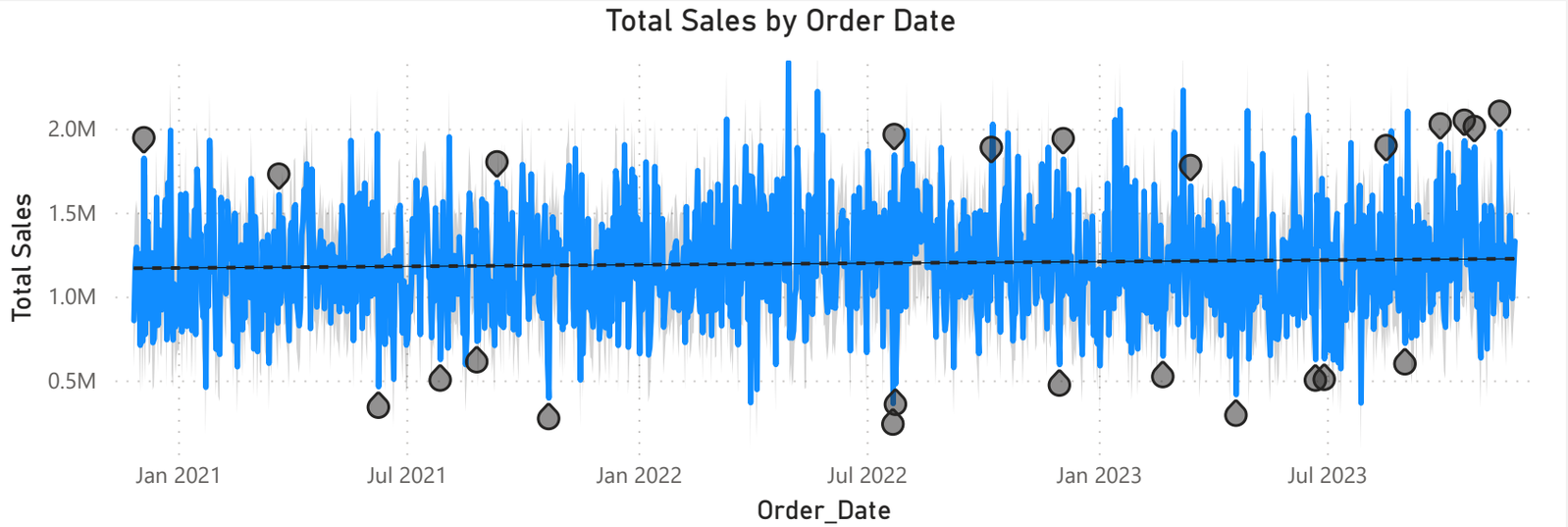

Ecommerce Rating Analysis

Sentiment Scale

Funtastic | Good | Netural | Nice | Poor

season: All

subCategory: All

productDisplayName

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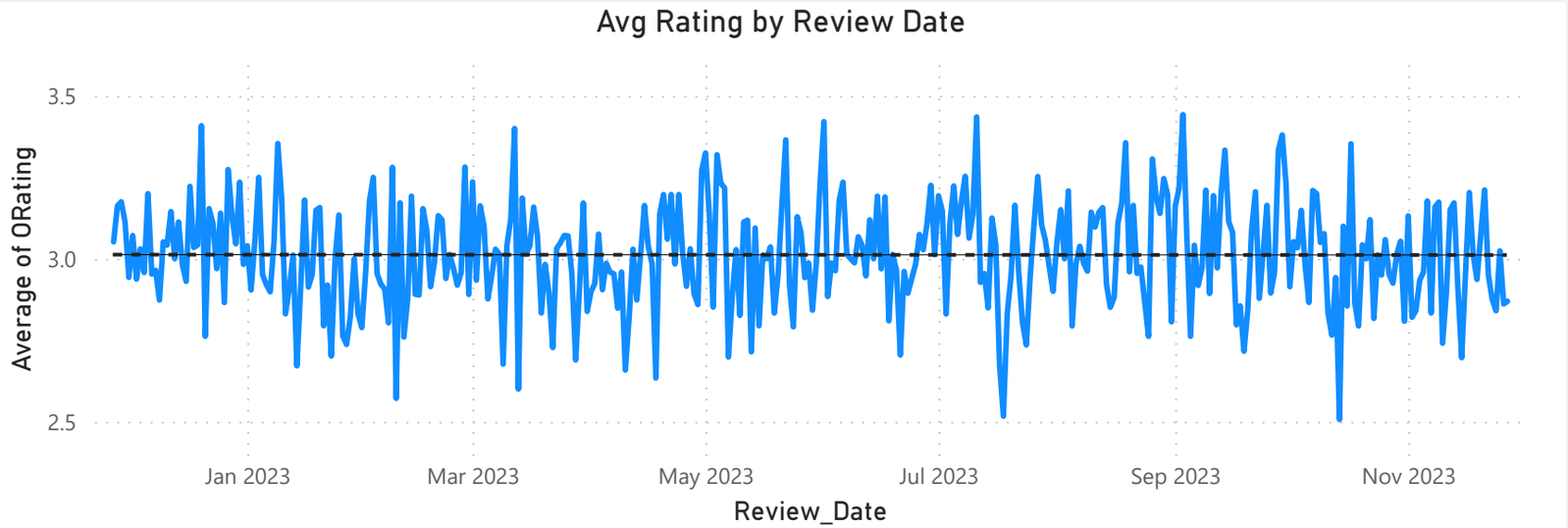

Ecommerce Rating Analysis

Sentiment Scale

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season: All

subCategory: All

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1000	**23.75K**	**249K**	**1.31bn**
Total Customers	Total Orders	Total Sold Units	Total Sales
3.00	**25.83K**	**3.01**	**0.54**
Avg Topic Rating	Total Ratings	Average Overall Rating	Average Sentiment

Avg Rating by Review Date

Year	Month	masterCategory	Special Feedback Title	Overall Feedback Title	Avg Rating	Avg Sentiment	Total Reviews
2022	November	Apparel	Color and Appearance	Brand Perception	3.00	0.50	1
2022	December	Accessories	Color and Appearance	Brand Perception	4.67	0.62	3
2022	December	Apparel	Color and Appearance	Brand Perception	3.00	0.47	9
2022	December	Footwear	Color and Appearance	Brand Perception	3.00	0.87	2
2023	January	Accessories	Color and Appearance	Brand Perception	2.50	0.68	2
2023	January	Apparel	Color and Appearance	Brand Perception	2.91	0.31	11
2023	January	Footwear	Color and Appearance	Brand Perception	2.86	0.40	7
2023	February	Accessories	Color and Appearance	Brand Perception	3.75	0.78	4
2023	February	Apparel	Color and Appearance	Brand Perception	2.83	0.45	6
2023	February	Footwear	Color and Appearance	Brand Perception	2.00	0.50	3
Total					**3.01**	**0.54**	**25830**

Ecommerce Customer Analysis

Sentiment Scale

Funtastic | Good | Netural | Nice | Poor

season: All

subCategory: All

productDisplayName

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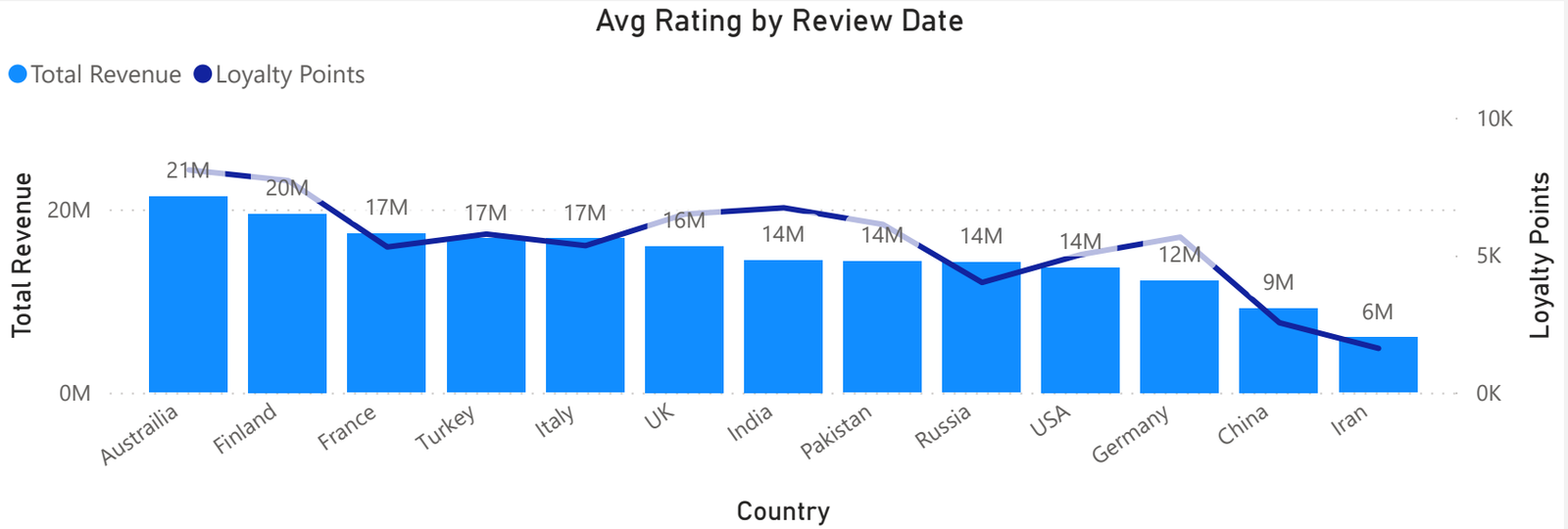

Ecommerce Customer Analysis

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Avg Rating by Review Date

FirstName	Total Revenue	Revenue %	Sold Qty	Total Orders	Loyalty Points	Avg Rating	Avg Sentiment	Total Reviews
Michael	24,813,246.37	12.93%	4651	435	7746	3.06	0.55	486
James	21,749,229.53	11.33%	3950	384	9805	2.92	0.53	424
Jennifer	21,661,954.27	11.28%	3901	366	6753	2.93	0.53	355
Amanda	20,646,588.01	10.76%	3897	384	9685	3.09	0.55	413
David	18,935,309.69	9.86%	3589	352	5758	3.15	0.57	349
Robert	18,725,552.26	9.76%	3632	358	7279	3.07	0.54	368
John	16,707,181.14	8.70%	3389	314	6690	3.14	0.54	340
Anthony	16,358,723.32	8.52%	3128	290	5531	3.07	0.55	346
Matthew	16,326,344.72	8.51%	3007	289	5036	2.94	0.54	283
Jessica	16,031,605.58	8.35%	3040	290	6111	3.00	0.55	317
Total	**191,955,734.89**	**100.00%**	**36184**	**3462**	**70394**	**3.04**	**0.54**	**3681**

Ecommerce Product Analysis

Sentiment Scale

Funtastic | Good | Netural | Nice | Poor

season: All

subCategory: All

productDisplayName

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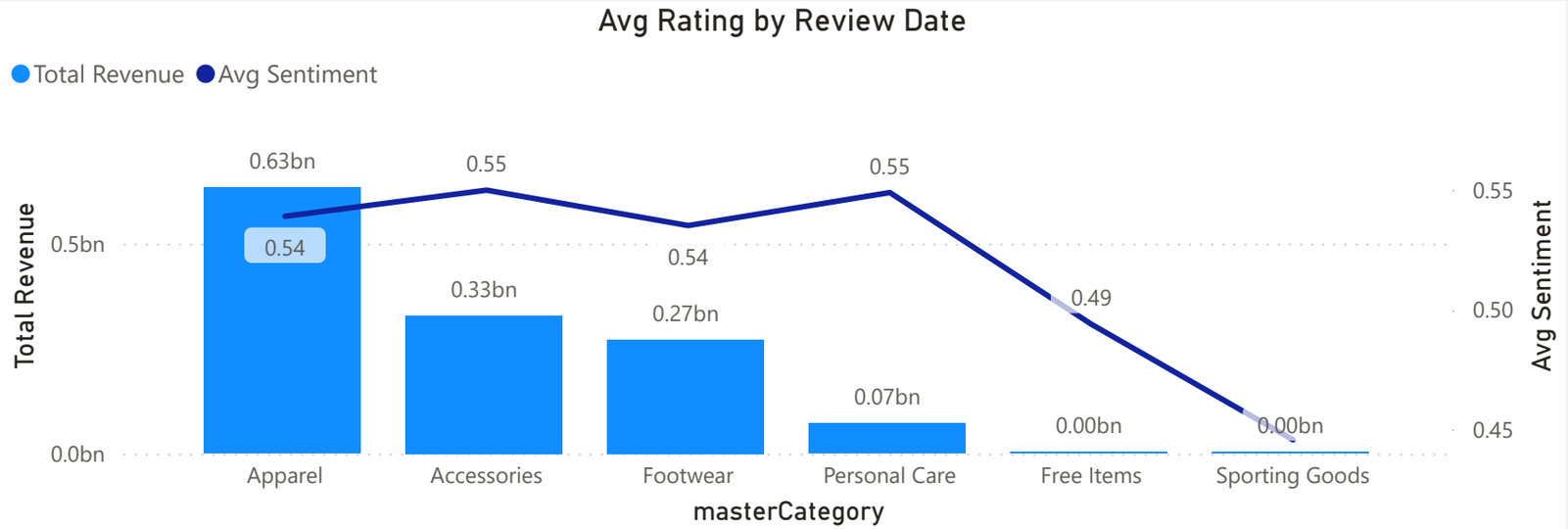

Ecommerce Product Analysis

Sentiment Scale

Funtastic | Good | Netural | Nice | Poor

season: All

subCategory: All

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0.54	Average Sentiment

Avg Rating by Review Date

subCategory	Total Revenue	Revenue %	Sold Qty	Total Orders	Loyalty Points	Avg Rating	Avg Sentiment	Total Reviews
Topwear	455,546,824.18	41.86%	86677	8303	489841	3.01	0.54	8958
Shoes	217,901,828.04	20.03%	41131	3898	480478	3.02	0.54	4320
Bags	84,828,207.60	7.80%	16386	1578	379777	2.96	0.55	1820
Bottomwear	79,769,255.46	7.33%	15178	1442	359127	3.01	0.53	1532
Watches	77,752,666.07	7.15%	14588	1404	369733	3.02	0.56	1536
Innerwear	52,162,356.97	4.79%	9872	944	303720	3.03	0.54	1034
Jewellery	32,455,665.13	2.98%	6257	587	204905	2.93	0.53	624
Eyewear	31,501,575.52	2.89%	5940	572	210856	2.98	0.55	596
Fragrance	29,516,644.17	2.71%	5560	526	198015	3.09	0.53	540
Flip Flops	26,703,166.90	2.45%	4933	458	167813	2.98	0.52	533
Total	**1,088,138,190.04**	**100.00%**	**206522**	**19712**	**489841**	**3.01**	**0.54**	**21493**

Ecommerce Product Analysis

Sentiment Scale

Funtastic | Good | Netural | Nice | Poor

season: All

subCategory: All

productDisplayName

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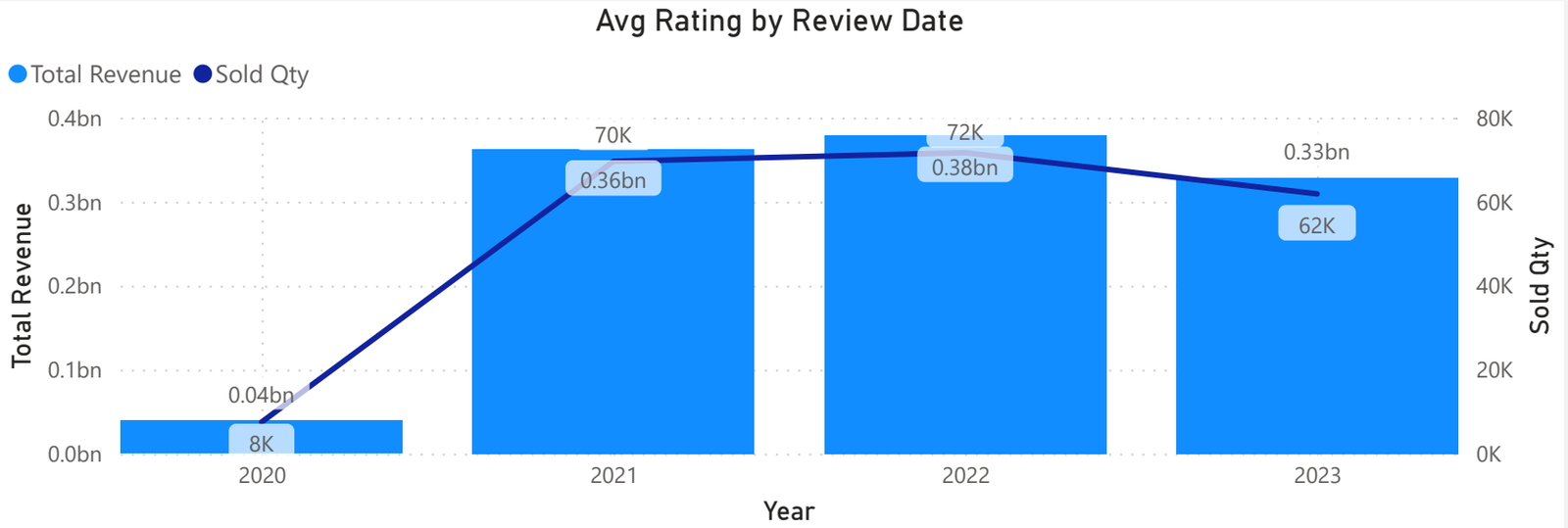

Ecommerce Product Analysis

Sentiment Scale

Funtastic | Good | Netural | Nice | Poor

season: All

subCategory: All

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Total Customers	Total Orders	Total Sold Units	Total Sales
3.00	**25.83K**	**3.01**	**0.54**
Avg Topic Rating	Total Ratings	Average Overall Rating	Average Sentiment

Avg Rating by Review Date

Year	Quarter	Total Revenue	Revenue %	Sold Qty	Total Orders	Loyalty Points	Avg Rating	Avg Sentiment	Total Reviews
2022	Qtr 2	113,509,029.00	10.23%	21518	2026	423276	3.01	0.54	22542
2022	Qtr 4	111,083,402.42	10.01%	21144	2002	420828	3.02	0.54	22264
2021	Qtr 4	110,894,580.22	10.00%	21058	1983	420300	3.01	0.54	21967
2021	Qtr 2	108,534,774.03	9.78%	21102	1969	421825	3.01	0.54	22103
2023	Qtr 2	107,425,202.07	9.68%	20738	1978	420267	3.01	0.54	22163
2022	Qtr 3	80,676,196.70	7.27%	14867	1401	372870	3.01	0.54	19759
2023	Qtr 1	75,929,785.55	6.84%	14215	1380	366950	3.01	0.54	19242
2022	Qtr 1	73,544,180.85	6.63%	14132	1359	361294	3.01	0.54	19012
2023	Qtr 4	73,046,779.36	6.59%	13372	1277	346733	3.01	0.54	18613
2021	Qtr 3	72,809,838.40	6.56%	13981	1353	361192	3.01	0.54	19373
Total		**1,109,279,552.25**	**100.00%**	**210643**	**20023**	**489841**	**3.01**	**0.54**	**25830**

Ecommerce Root Analysis

Sentiment Scale

Funtastic | Good | Netural | Nice | Poor

season: All

subCategory: All

productDisplayName

109F Blue...

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1000 Total Customers	23.75K Total Orders	249K Total Sold Units	1.31bn Total Sales
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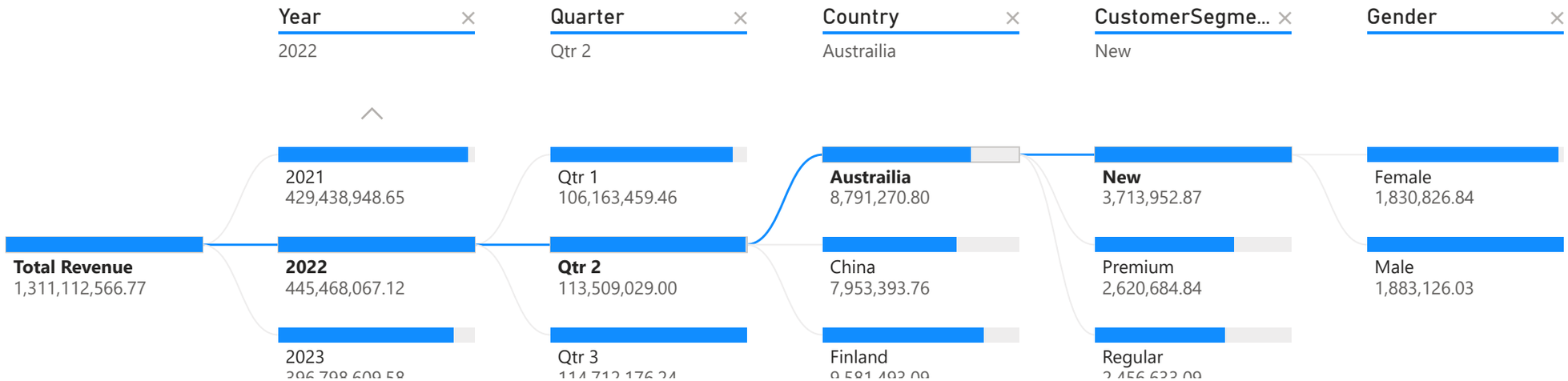
Total Revenue Root Cause Analysis



Ecommerce Factor Analysis

Sentiment Scale

Funtastic | Good | Netural | Nice | Poor

season: All

subCategory: All

productDisplayName

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0.54
Average Sentiment

3.01
Average Overall Rating

249K
Total Sold Units

1.31bn
Total Sales

1000
Total Customers

23.75K
Total Orders

3.00
Avg Topic Rating

25.83K
Total Ratings

Total Revenue Root Cause Analysis

Key influencers | Top segments

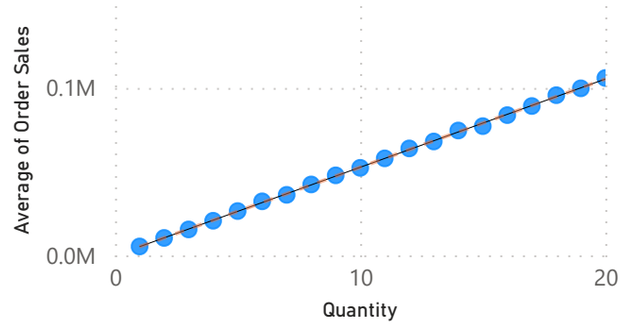
What influences Order Sales to Increase ?

When... ....the average of Order Sales increases by

Sum of Quantity goes up 5.72 → 30.28K

Sum of Price goes up 2755.04 → 28.74K

On average when Sum of Quantity increases, Order Sales also increases.



Ecommerce Q & A Bot

Sentiment Scale

Funtastic | Good | Netural | Nice | Poor

season

All

subCategory

All

productDisplayName

109F Blue...

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109F...

0.54
Average Sentiment

3.01
Average Overall Rating

249K
Total Sold Units

1.31bn
Total Sales

1000
Total Customers

23.75K
Total Orders

3.00
Avg Topic Rating

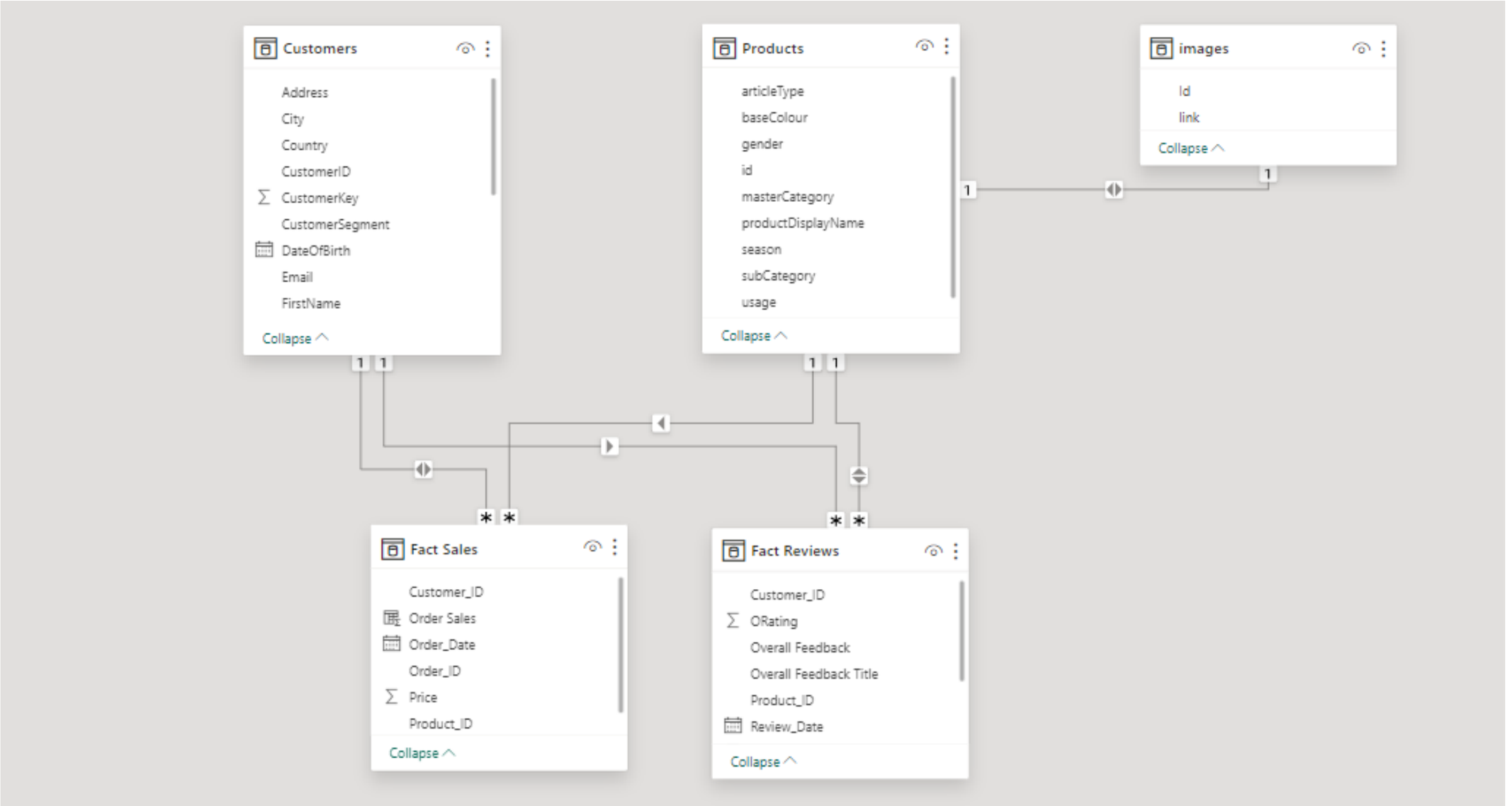
25.83K
Total Ratings

Total Revenue Root Cause Analysis

Ask a question about your data

Try one of these to get started

- show products
- count products over time
- how many images are there
- sort fact reviews by product

Show all suggestions

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