

# E-COMMERCE\_SALES\_ANALYSIS

**3.20M**

Total\_Sales

**2M**

Total\_Quantity

**164.45K**

Total\_Order

**3689**

Total\_Product

**2966**

Total\_Customers

**3.46**

Unit\_Price

Year, Quarter

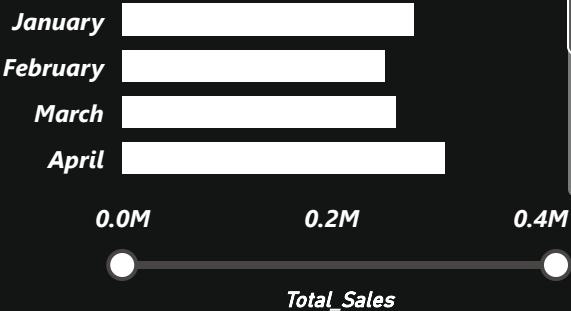
All

InvoiceNo

All

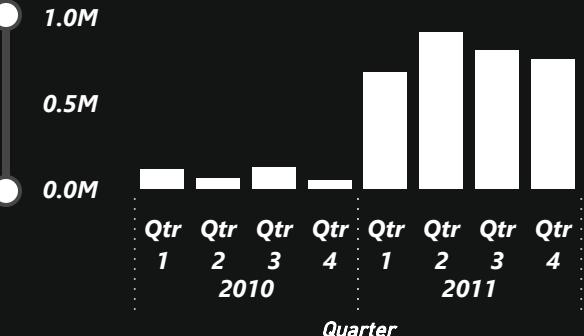
Total\_Monthly\_Sales

Month



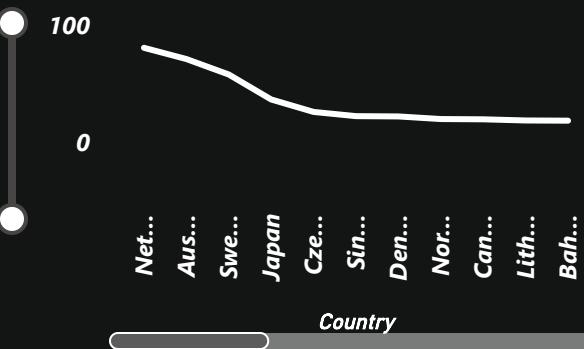
Quarterly\_Sales

Total\_Sales



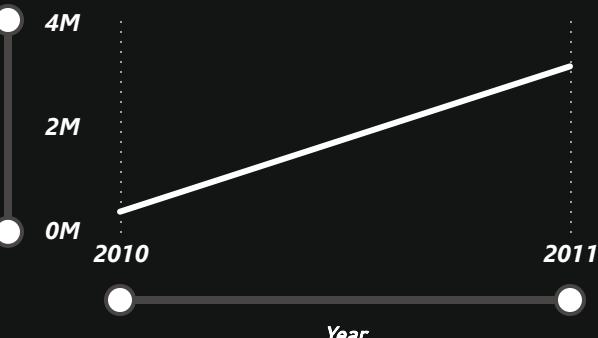
Avg\_Qty Order By Country

Average of Quantity



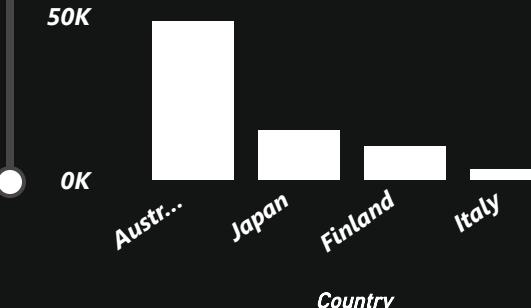
Total\_Annual\_Sales

Total\_Sales



Lowest Performing Countries By Sales

Total\_Sales



Top\_Country\_Sales

Country



Product

- 4 PURPLE FLOCK DINNER CANDLES
- 50'S CHRISTMAS GIFT BAG LARGE
- DOLLY GIRL BEAKER
- I LOVE LONDON MINI BACKPACK
- NINE DRAWER OFFICE TIDY
- OVAL WALL MIRROR DIAMANTE
- RED SPOT GIFT BAG LARGE
- SET 2 TEA TOWELS I LOVE LONDON
- SPACEBOY BABY GIFT SET
- TRELLIS COAT RACK
- 10 COLOUR SPACEBOY PEN
- 12 COLOURED PARTY BALLOONS
- 12 DAISY PEGS IN WOOD BOX
- Total

# **CUSTOMER DEMOGRAPHICS**

**3.20M**

## **Total Sales**

2M

### **Total\_Quantity**

164,45K

## **Total Order**

3689

## **Total Product**

2966

## Total Customers

3,46

### ***Unit Price***

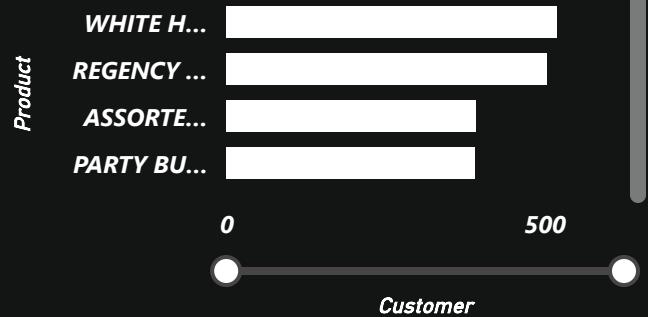
Year, Qua...

AI

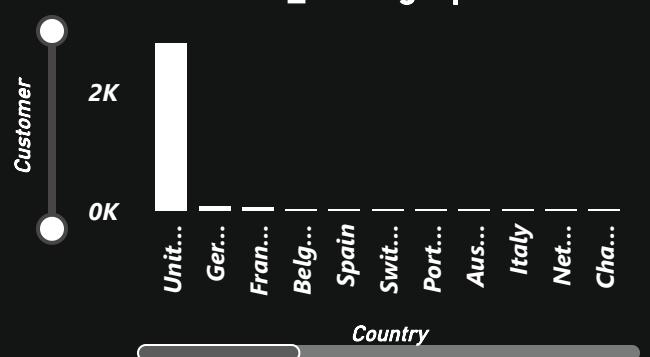
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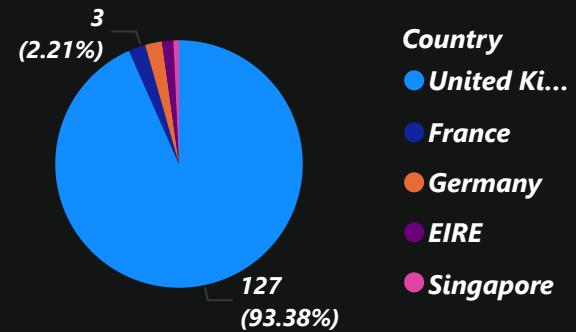
# **Most\_Patronise\_Product By Customer**



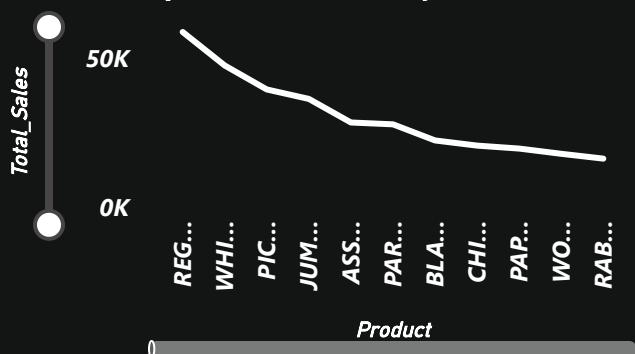
## Customer Demographics



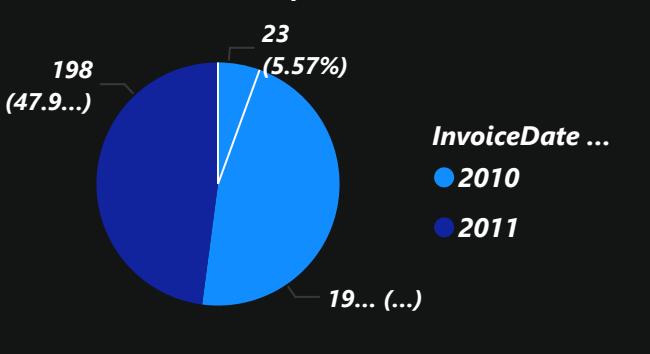
## Country With Most Customers



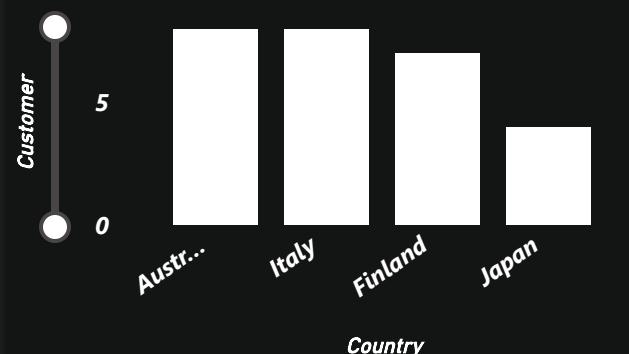
## Popular Product By Sales



## **Customer By Sales & Invoice**



## Countries With Lowest Cust Turnover



## Product

**ZINC WIRE SWEETHEART  
LETTER TRAY**

**ZINC WIRE KITCHEN  
ORGANISER**

**ZINC WIRE KITCHEN  
ORGANISER**

**ZINC WIRE KITCHEN  
ORGANISER**

**ZINC WIRE KITCHEN  
ORGANISER**

**ZINC WIRE KITCHEN  
Total**

# PRODUCT\_ANALYSIS

**3.20M**  
Total\_Sales

**2M**  
Total\_Quantity

**164.45K**  
Total\_Order

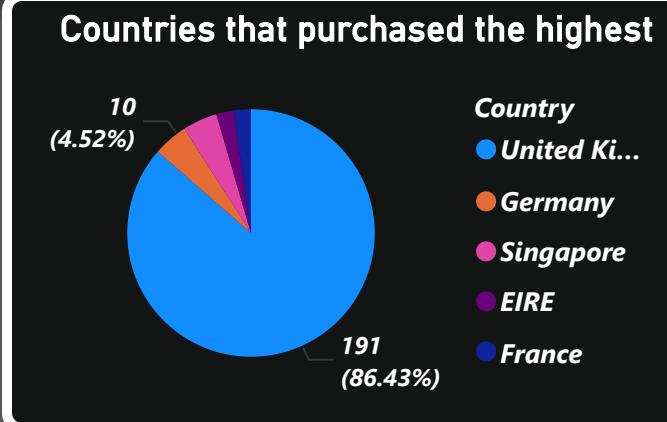
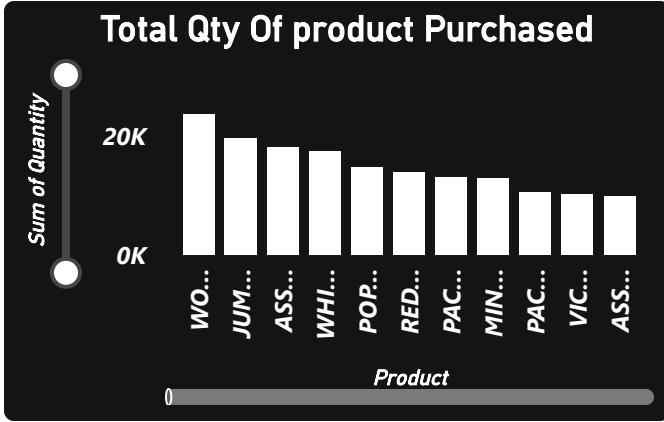
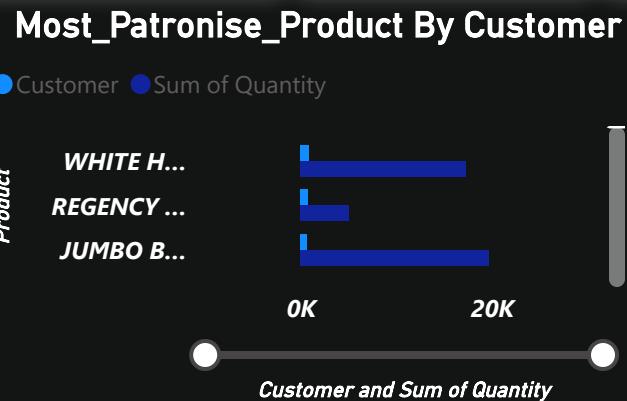
**3689**  
Total\_Product

**2966**  
Total\_Customers

**3.46**  
Unit\_Price

Year, Qua...  
All

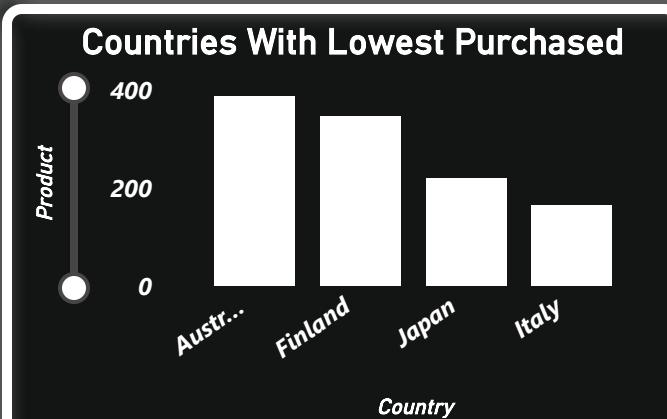
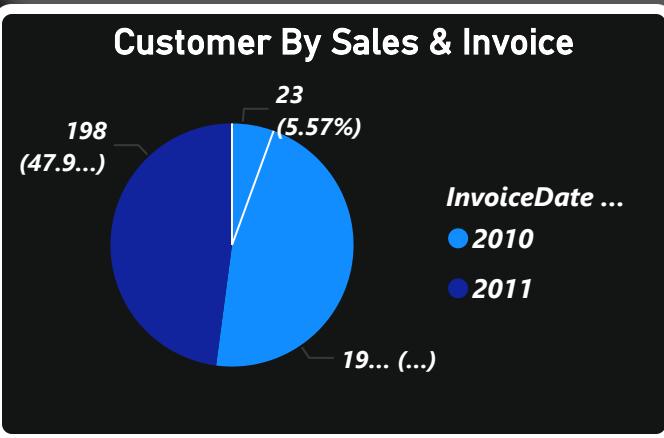
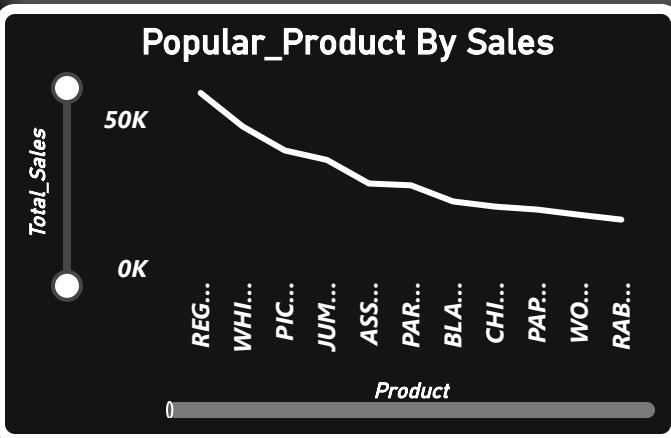
InvoiceNo  
All



**Product**

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ZINC WIRE SWEETHEART LETTER TRAY
ZINC WIRE KITCHEN ORGANISER
ZINC WIRE KITCHEN Total



# CONCLUSIONS & RECOMMENDATIONS

## CONCLUSIONS

**The following are the conclusions drawn from this dataset to help the Business align its strategy to generating more Sales., enhancing customer engagement and retention.**

**1.) This Brand has over \$2.9m of its Total\_Sales from United Kingdom which is about 92.32% Sales contribution from just one country alone, and only follow by Netherland, EIRE, Germany and France as the Top5\_Countries with the most Sales generated for this Brand.**

**2.) The lowest performing countries for this Business are Finland, Australia and Japan with lowest Sales turnover.**

**3.) The most popular product is the "White Hanging Heart\_Light Holder" which bring in a total of 519 Customers.**

## RECOMMENDATIONS

**Here are my honest recommendation for this Brand in other to generate more Sales, enhance customer engagement and rete.**

- 1.) The Business is advice to allocate more of its resources to this top countries especially the United Kingdom in other to generate more sales from those countries.**
- 2.) As for the lowest performing countries, a advertising campaigns should be carryout to create more awareness and sensitize the people with some incentives offerings.**
- 3.) The top performing products should be produce in large quantity to meet up with demand in those countries they are doing well.**
- 4.) As for customer retention the Business need to provides excellent support to resolve issues and improve**