

# 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

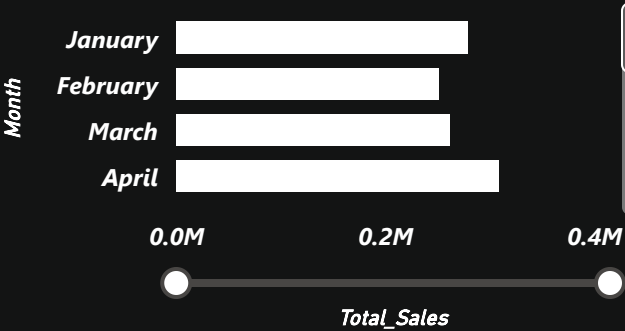
Year, Quarter

All

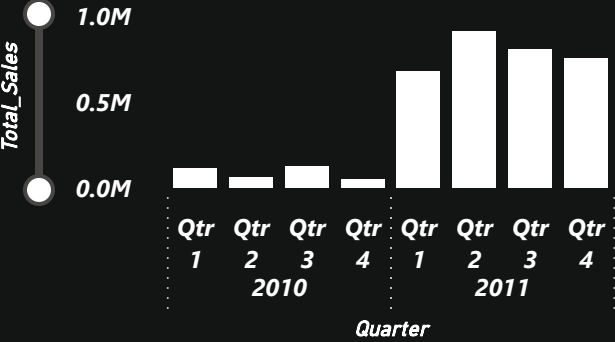
InvoiceNo

All

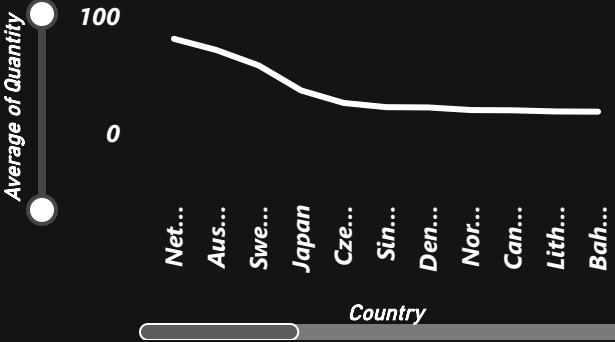
Total\_Monthly Sales



Quarterly\_Sales



Avg\_Qty Order By Country

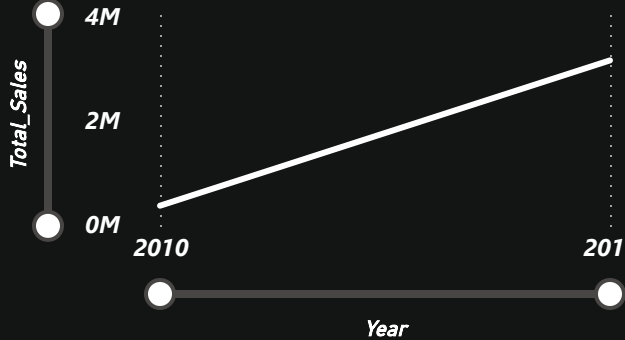


Product

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

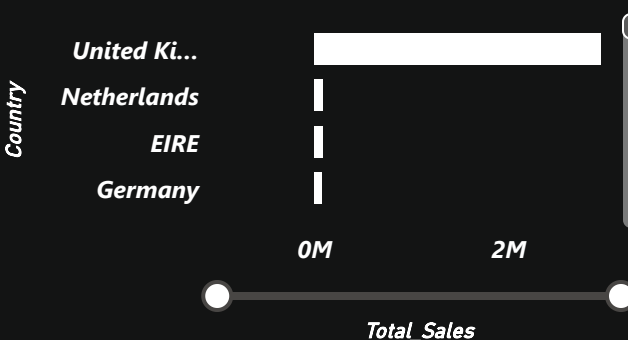
Total\_Annual\_Sales



Lowest Performing Countries By Sales



Top\_Country\_Sales



# ***CUSTOMER\_DEMOGRAPHICS***

**3.20M**  
**Total\_Sales**

**3.20M**  
**Total\_Sales**

**2M**  
**Total\_Quantity**

**2M**  
**Total\_Quantity**

**164.45K**  
**Total\_Order**

**164.45K**  
**Total\_Order**

**3689**  
**Total\_Product**

**3689**  
**Total\_Product**

**2966**  
**Total\_Customers**


**2966**  
**Total\_Customers**


**3.46**  
*Unit\_Price*


**3.46**  
*Unit\_Price*


Year, Qua...  
All

Year, Qua...  
All

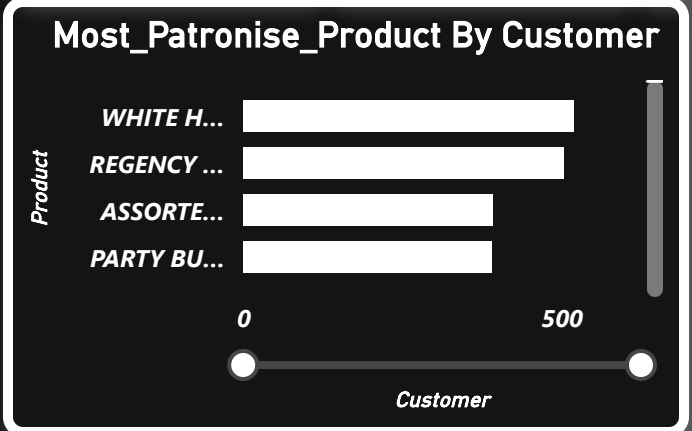
**InvoiceNo** 

All 

**InvoiceNo** 

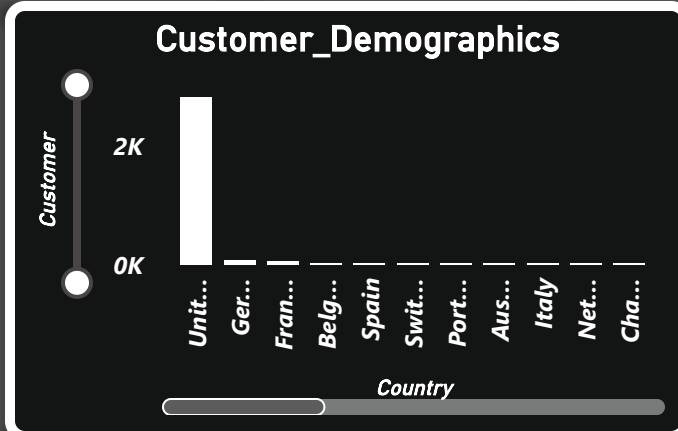
All 

Product	Patronage (approx.)
WHITE H...	450
REGENCY ...	400
ASSORTE...	250
PARTY BU...	250

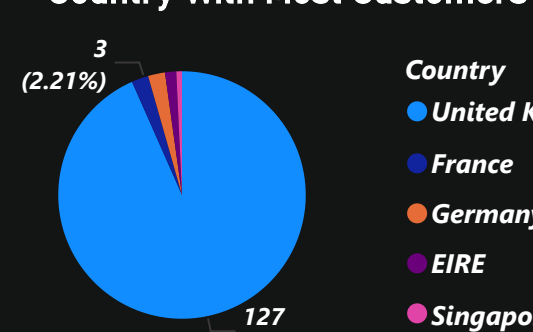


### Customer\_Demographics

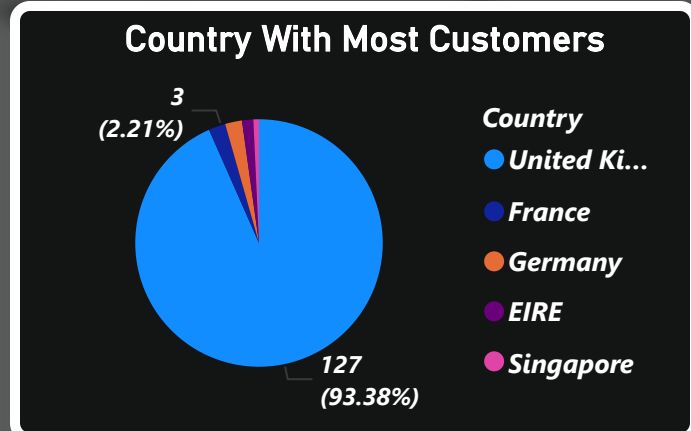
Country	Customer
United States	2200
Germany	100
France	100
Belgium	100
Spain	100
Switzerland	100
Portugal	100
Australia	100
Italy	100
Netherlands	100
China	100



### Country With Most Customers



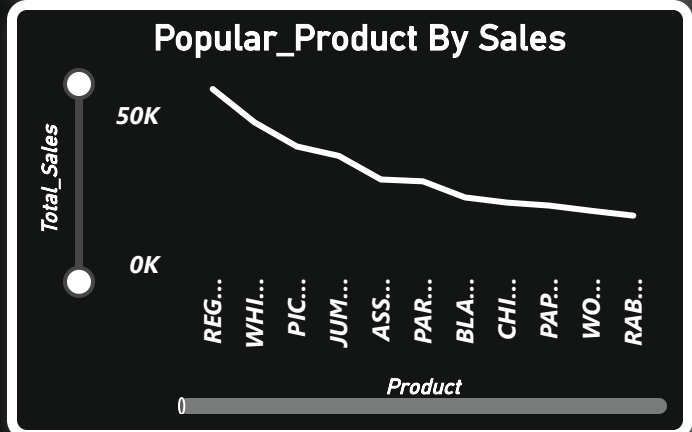
Country	Count	Percentage
United Kingdom	127	93.38%
France	3	2.21%
Germany	3	2.21%
EIRE	3	2.21%
Singapore	3	2.21%



**Popular\_Product By Sales**

The chart displays the total sales for eleven different products. The y-axis represents 'Total\_Sales' with a scale from 0K to 50K. The x-axis represents the 'Product' categories. The sales values are approximately as follows:

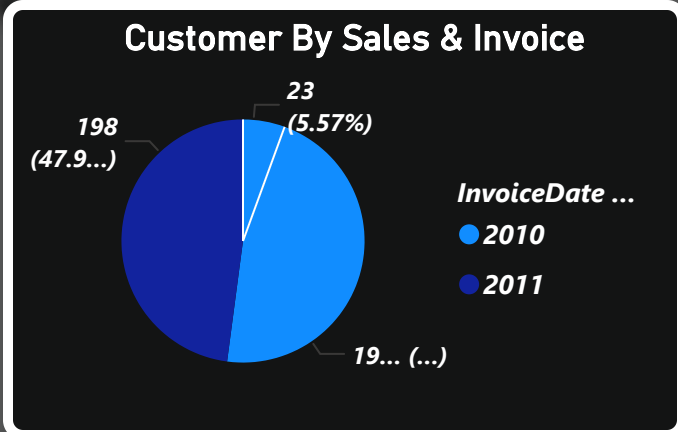
Product	Total_Sales (Approx.)
REG...	55K
WHI...	45K
PIC...	40K
JUM...	38K
ASS...	30K
PAR...	30K
BLA...	25K
CHI...	25K
PAP...	22K
WO...	20K
RAB...	18K



### Customer By Sales & Invoice

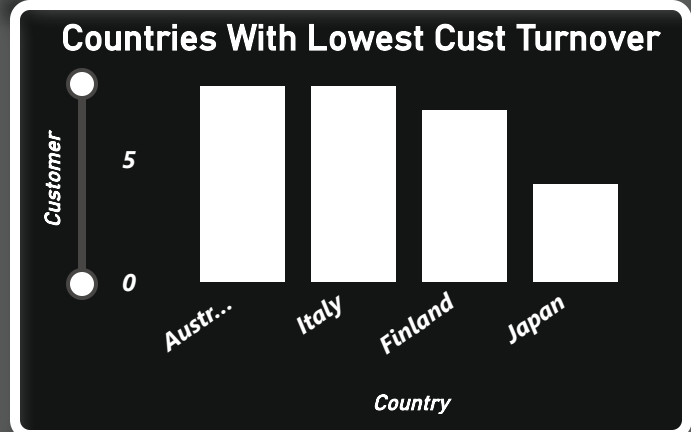
A pie chart titled "Customer By Sales & Invoice" showing the distribution of customers by sales and invoice for the years 2010 and 2011. The chart is divided into two segments: a large blue segment for 2010 and a smaller red segment for 2011. The 2010 segment is labeled "198 (47.9...)" and the 2011 segment is labeled "23 (5.57%)". A legend on the right indicates that blue represents "2010" and red represents "2011".

InvoiceDate	Count	Percentage
2010	198	47.9...
2011	23	5.57%



**Countries With Lowest Cust Turnover**

Country	Customer Turnover (approx.)
Australia	7.5
Italy	7.5
Finland	6.5
Japan	4.5



Product
ZINC WIRE SWEETHEART LETTER TRAY
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ZINC WIRE SWEETHEART LETTER TRAY
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ZINC WIRE KITCHEN ORGANISER
ZINC WIRE KITCHEN
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Product
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# 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\_Counries 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*