

E-Commerce Sales Report

Item Sold

10.9M

Invoices

39.3K

Revenue

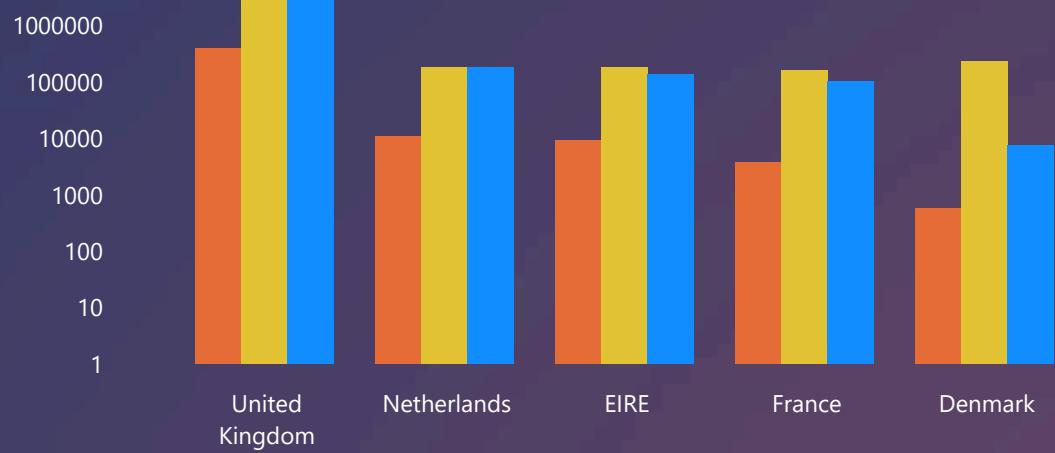
19.9M

Bad Loan

-0.16M

Country Over Quantity

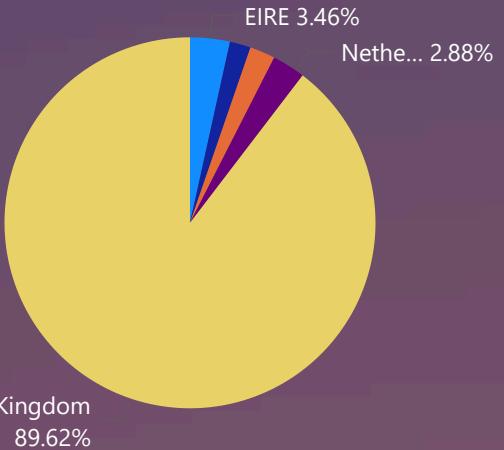
● 2009 ● 2010 ● 2011



StockC Sum of Quantity Sum of total
ode

StockCode	Sum of Quantity	Sum of total
M	9118	339565.41
22423	26069	325077.40
DOT	1399	289981.42
85123A	94000	259124.40
85099B	96245	180772.77
47566	28080	147477.50
84879	78963	127518.34
POST	5238	122899.13
Total	10925098	19895304.81

Sales over Region



Sales over Month

● 2009 ● 2010 ● 2011 ● Count of Invoice



Price vs Quantity over Items and their total

● 2009 ● 2010 ● 2011



E-Commerce Return Report

Item Returned
-0.40M

Invoices
8.1K

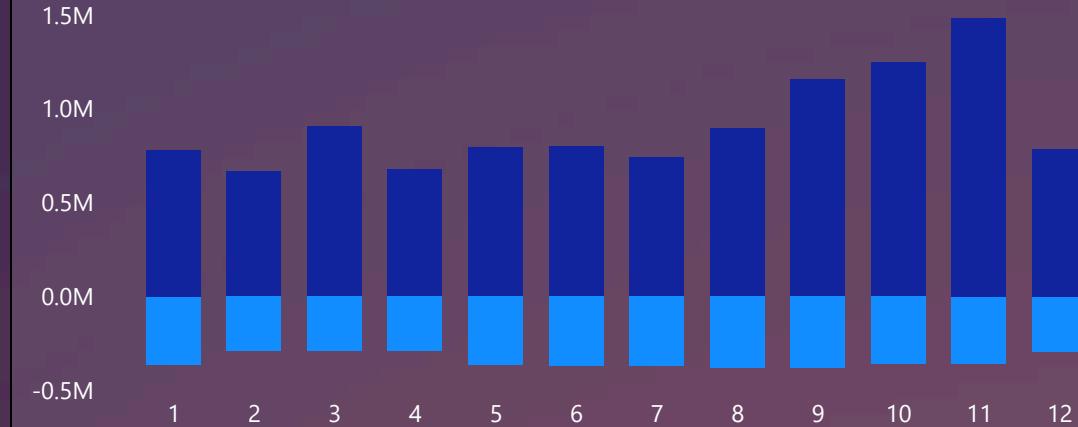
Total Value
-1.3M

Item over Total Orders

Description	StockCode	Sum of Quantity	Sum of total	Sum of Quantity
MEDIUM CERAMIC TOP STORAGE JAR	23166	-74494	-77,479.64	77826
ROTATING SILVER ANGELS T-LIGHT HLDR	84347	-9381	-330.45	30540
SET/6 FRUIT SALAD PAPER CUPS	21088	-7140	-572.52	16590
SET/6 FRUIT SALAD PAPER PLATES	21096	-7008	-911.04	15922
Manual	M	-5421	-4,22,533.75	9118
Total		-395383	-12,60,552.56	10925098

Total Orders vs Total Return Number

Total Value ● Sum of Quantity ● Sum of Quantity



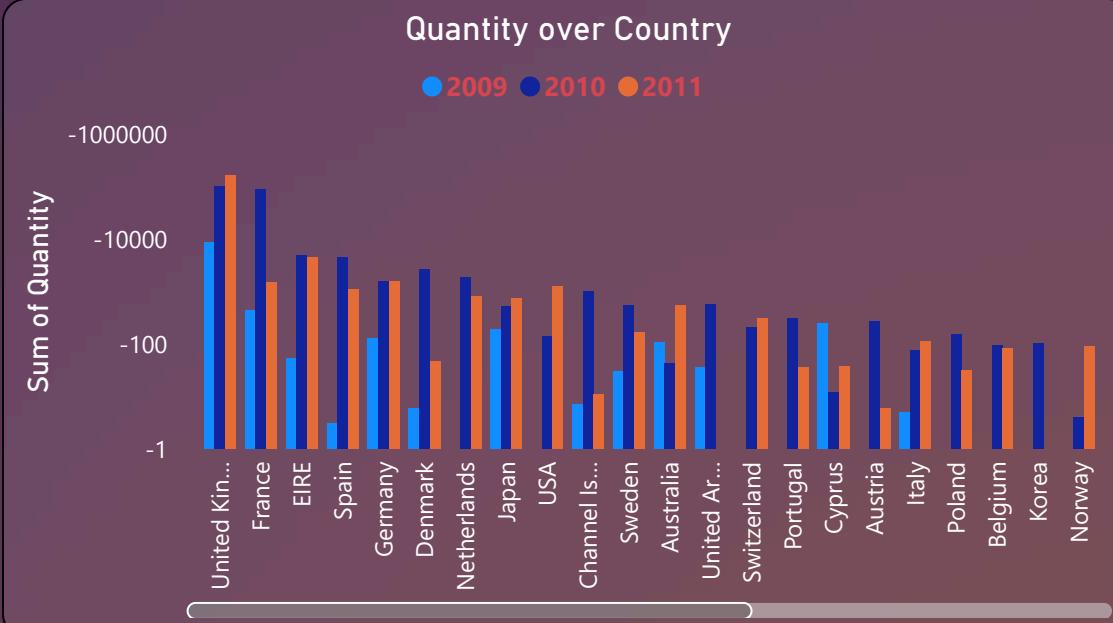
Return over Month

● 2009 ● 2010 ● 2011 ● Sum of Quantity



Quantity over Country

● 2009 ● 2010 ● 2011





E-Commerce Product Report

Inventory Waste No.

-0.31M

Customers

5851

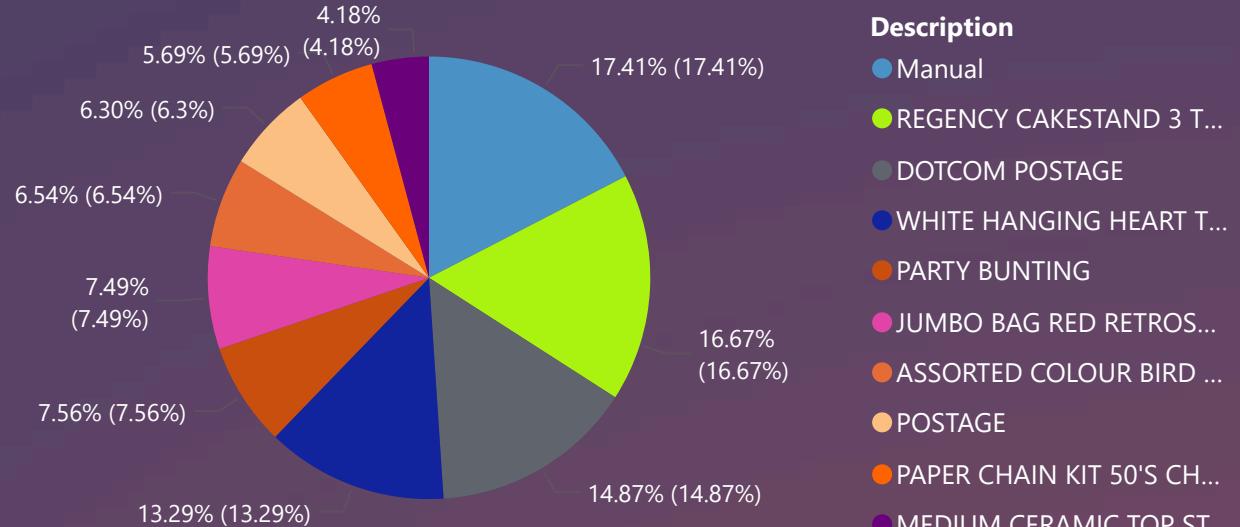
Total Items

5386

Total Quantity over 50 Items



Top 10 Item by Total



Items Waste to Item Sold

StockCode	Sum of Quantity	Description	Sum of Quantity
23005	-19200	TRAVEL CARD WALLET I LOVE LONDON	4613
22197	-9726	POPCORN HOLDER	30544
22197	-9726	POPCORN HOLDER , SMALL	3189
22197	-9726	SMALL POPCORN HOLDER	48587
23003	-9058	TRAVEL CARD WALLET VINTAGE ROSE	542
10120	-9000	DOGGY RUBBER	659
16235	-9000	RECYCLED PENCIL WITH RABBIT ERASER	5808
72140F	-5368	HAPPY ANNIVERSARY CANDLE LETTERS	175
79323W	-4966	WHITE CHERRY LIGHTS	2026
79323W	-4966	WHITE CHERRY LIGHTS	978

Trends and Insights

Trends over the period

- 1.The business has *steady sales growth from 2009 → 2011*
- 2.Peak sales months: *October, November, December*. This strongly indicates *holiday-driven demand* . the sale for Q1 is less than last year
- 3.Most purchases occur at *low price points (~£2–£5)*.
- 4.Business is *primarily active in Europe*.
- 5.Although the sales is increasing but from 2010 to 2011 , there has been drop in sales In top 5 Country.(i.e. UK ,France, Denmark, EIRE).
- 6.As the sales, Return also increased , amounts to *6% of total Sales Revenue*.
- 7.There has been returns more than sales for *last month in Jan.2011*.
- 8.Around **3%** of total number of items sold gets waste.

Key Insights

- 1.Although the sales is increasing but from 2010 to 2011 , there has been drop in sales In top 5 Country.(i.e. UK ,France, Denmark, EIRE).
 - **Increase Marketing , Special Area Focused Campaigns**
2. Although the spike in sales, this demands maintains During Halloween but **decreases** before *Christmas*.
 - **Run Campaign before on the set of Festivals till Christmas**
- 3.Plan to make Expansion in Other Countries
- 4.Check the Quality of Manual(itemcode-M),its *return is 60% of its Total Sales*.
- 5.For First 3 Quarters , the return rate is nearly to *30%-40%* to the total item Sold in that period .
 - **Review the reasons for return .**
- 6.In Inventory , Reduce the stock of Items like Travel Card Wallet I Love London ,English Rose Tape Measure , White Cherry Lights as nearly there 20% stocks was sold only .
 - **Review the most unsold Items of Inventory Waste**