

Retail Shop Insights

By Nitya Singh

Agenda

01

Objective

02

Overview

03

Dataset

04

Trends & Insights

05

Conclusion

Objective

- We aim to equip the authorities with the necessary analytics and insights to evaluate the company's current business performance effectively.
- These insights will enable informed decision-making regarding strategic planning for the upcoming year and expansion opportunities.
- Our aim is to identify the major contributing factors to the company's revenue from both an operations and marketing perspective.

Overview

- Revenue Analysis
- Product Analysis
- Demographic Analysis
- Customer Analysis

Dataset

Total 5,41,910 records.

Online Retail Data Set - Excel

File Home Insert Page Layout Formulas Data Review View Power Pivot Tell me what you want to do...

Clipboard Font Alignment Number Styles

PRODUCT NOTICE Excel hasn't been activated. To keep using Excel without interruption, activate before 25 December 2023. Activate

InvoiceNo

	A	B	C	D	E	F	G	H	I	J
	voiceNo	StockCode	Description	Quantity	InvoiceDate	UnitPrice	CustomerID	Country		
1	536365	85123A	WHITE HANGING HEART T-LIGHT HOLDER	6	01-12-2010 08:26	2.55	17850	United Kingdom		
2	536365	71053	WHITE METAL LANTERN	6	01-12-2010 08:26	3.39	17850	United Kingdom		
3	536365	84406B	CREAM CUPID HEARTS COAT HANGER	8	01-12-2010 08:26	2.75	17850	United Kingdom		
4	536365	84029G	KNITTED UNION FLAG HOT WATER BOTTLE	6	01-12-2010 08:26	3.39	17850	United Kingdom		
5	536365	84029E	RED WOOLLY HOTTIE WHITE HEART.	6	01-12-2010 08:26	3.39	17850	United Kingdom		
6	536365	22752	SET 7 BABUSHKA NESTING BOXES	2	01-12-2010 08:26	7.65	17850	United Kingdom		
7	536365	21730	GLASS STAR FROSTED T-LIGHT HOLDER	6	01-12-2010 08:26	4.25	17850	United Kingdom		
8	536366	22633	HAND WARMER UNION JACK	6	01-12-2010 08:28	1.85	17850	United Kingdom		
9	536366	22632	HAND WARMER RED POLKA DOT	6	01-12-2010 08:28	1.85	17850	United Kingdom		
10	536367	84879	ASSORTED COLOUR BIRD ORNAMENT	32	01-12-2010 08:34	1.69	13047	United Kingdom		
11	536367	22745	POPPY'S PLAYHOUSE BEDROOM	6	01-12-2010 08:34	2.1	13047	United Kingdom		
12	536367	22748	POPPY'S PLAYHOUSE KITCHEN	6	01-12-2010 08:34	2.1	13047	United Kingdom		
13	536367	22749	FELTCRAFT PRINCESS CHARLOTTE DOLL	8	01-12-2010 08:34	3.75	13047	United Kingdom		
14	536367	22310	IVORY KNITTED MUG COSY	6	01-12-2010 08:34	1.65	13047	United Kingdom		
15	536367	84969	BOX OF 6 ASSORTED COLOUR TEASPOONS	6	01-12-2010 08:34	4.25	13047	United Kingdom		
16	536367	22623	BOX OF VINTAGE JIGSAW BLOCKS	3	01-12-2010 08:34	4.95	13047	United Kingdom		
17	536367	22622	BOX OF VINTAGE ALPHABET BLOCKS	2	01-12-2010 08:34	9.95	13047	United Kingdom		
18	536367	21754	HOME BUILDING BLOCK WORD	3	01-12-2010 08:34	5.95	13047	United Kingdom		
19	536367	21755	LOVE BUILDING BLOCK WORD	3	01-12-2010 08:34	5.95	13047	United Kingdom		
20	536367	21777	RECIPE BOX WITH METAL HEART	4	01-12-2010 08:34	7.95	13047	United Kingdom		
21	536367	48187	DOORMAT NEW ENGLAND	4	01-12-2010 08:34	7.95	13047	United Kingdom		
22	536368	22960	JAM MAKING SET WITH JARS	6	01-12-2010 08:34	4.25	13047	United Kingdom		
23	536368	22913	RED COAT RACK PARIS FASHION	3	01-12-2010 08:34	4.95	13047	United Kingdom		
24	536368	22912	YELLOW COAT RACK PARIS FASHION	3	01-12-2010 08:34	4.95	13047	United Kingdom		
25	536368	22914	BLUE COAT RACK PARIS FASHION	3	01-12-2010 08:34	4.95	13047	United Kingdom		
26	536369	21756	BATH BUILDING BLOCK WORD	3	01-12-2010 08:35	5.95	13047	United Kingdom		
27	536370	22728	ALARM CLOCK BAKELIKE PINK	24	01-12-2010 08:45	3.75	12583	France		
28	536370	22727	ALARM CLOCK BAKELIKE RED	24	01-12-2010 08:45	3.75	12583	France		
29	536370	22726	ALARM CLOCK BAKELIKE GREEN	12	01-12-2010 08:45	3.75	12583	France		
30	536370	21724	PANDA AND BUNNIES STICKER SHEET	12	01-12-2010 08:45	0.85	12583	France		
31	536370	21883	STARS GIFT TAPE	24	01-12-2010 08:45	0.65	12583	France		
32	536370	10002	INFLATABLE POLITICAL GLOBE	48	01-12-2010 08:45	0.85	12583	France		
33	536370	21791	VINTAGE HEADS AND TAILS CARD GAME	24	01-12-2010 08:45	1.25	12583	France		
34	536370	21035	SET/2 RED RETROSPOT TEA TOWELS	18	01-12-2010 08:45	2.95	12583	France		

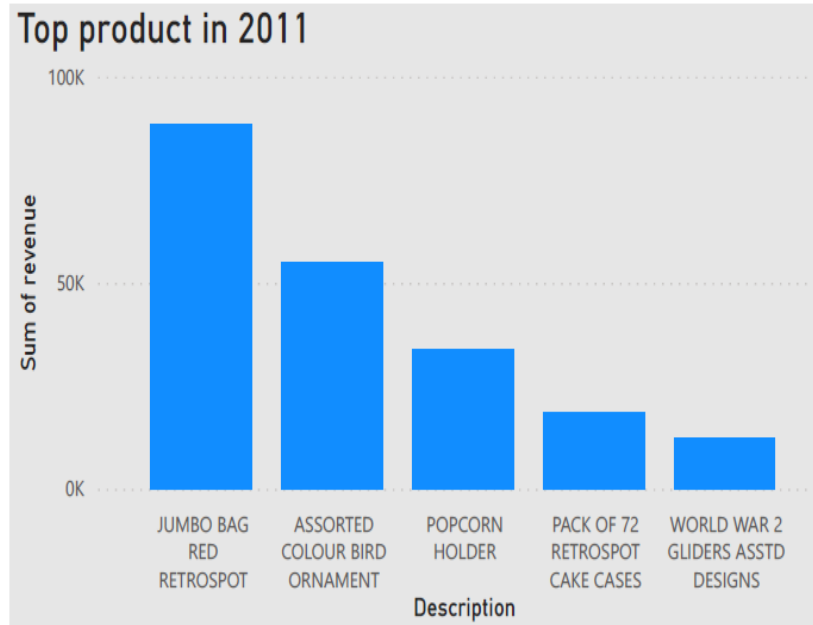
Online Retail

Ready

Average: 559965.752

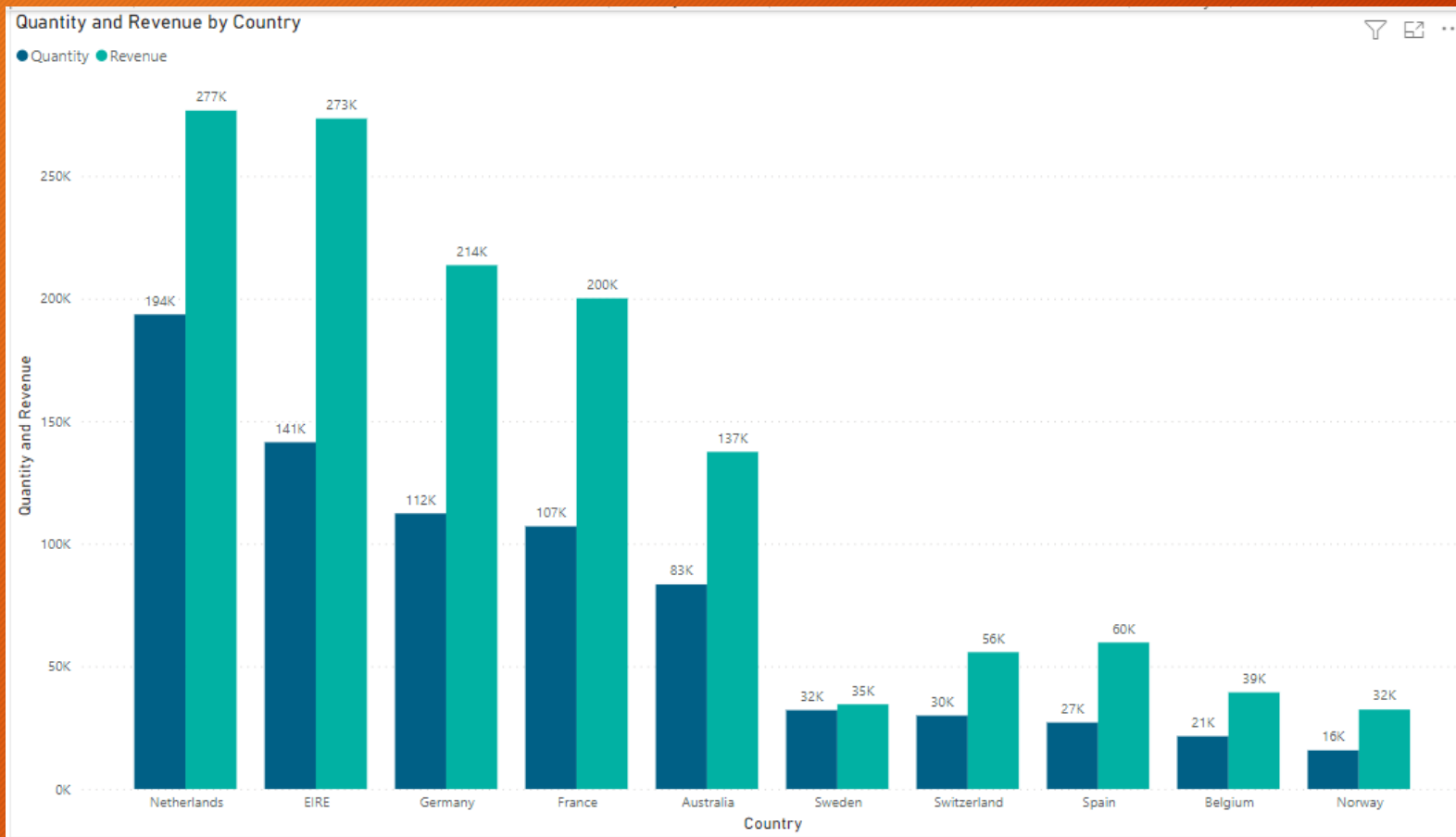
Trends & Insights

QUESTION 1)



- In November, increase in sales and a sudden decrease in December.
- Revenue started trending up on June 2011, rising by 98.23% in 5 months.
- In 2011, Jumbo Bag Red Retrosport is the most selling product.

Trends & Insights

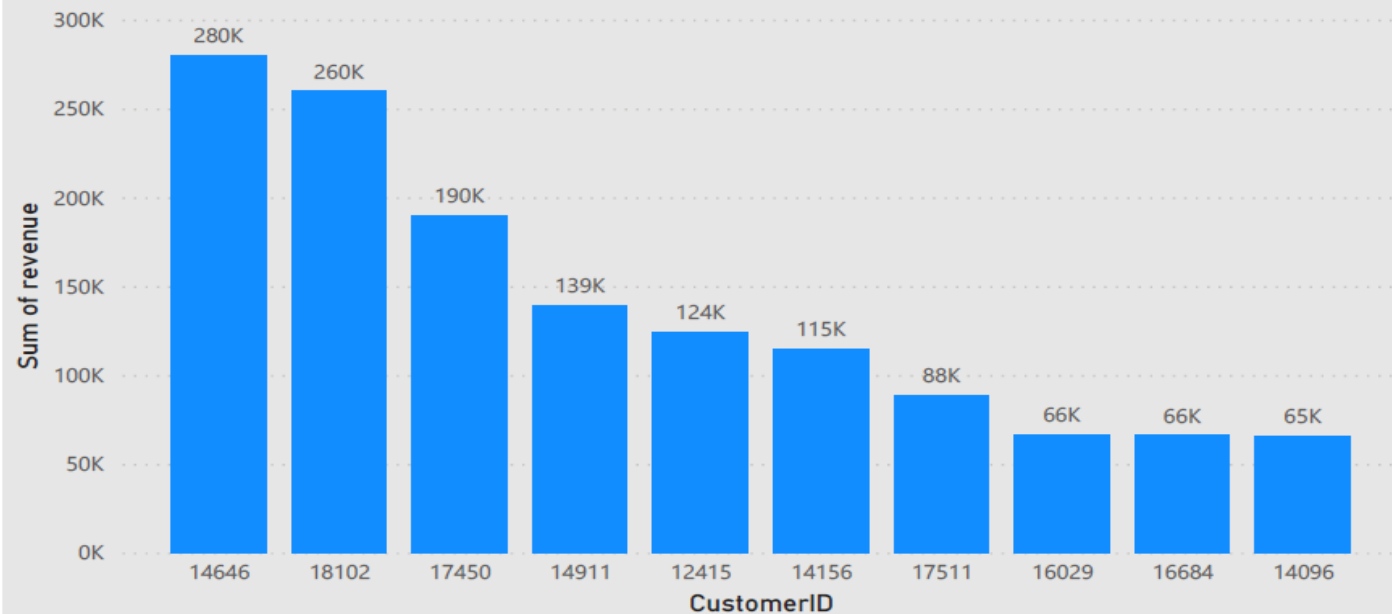


- Netherlands is the country with the highest revenue and the maximum number of products sold (after United Kingdom).
- For Netherlands, EIRE, Germany, France, and Australia both products and revenue are at higher difference, but for Sweden, Switzerland, Spain, Belgium, Norway the difference between Quantity and revenue is lesser.

Trends & Insights

QUESTION 3)

Top 10 Customer by Revenue



- We can see the top 10 customers who are our regular customers and have contributed to our revenue increase.
- The most top customer has provided us the revenue of 2,80,000.
- We can give some benefits to our top customers for their loyalty.

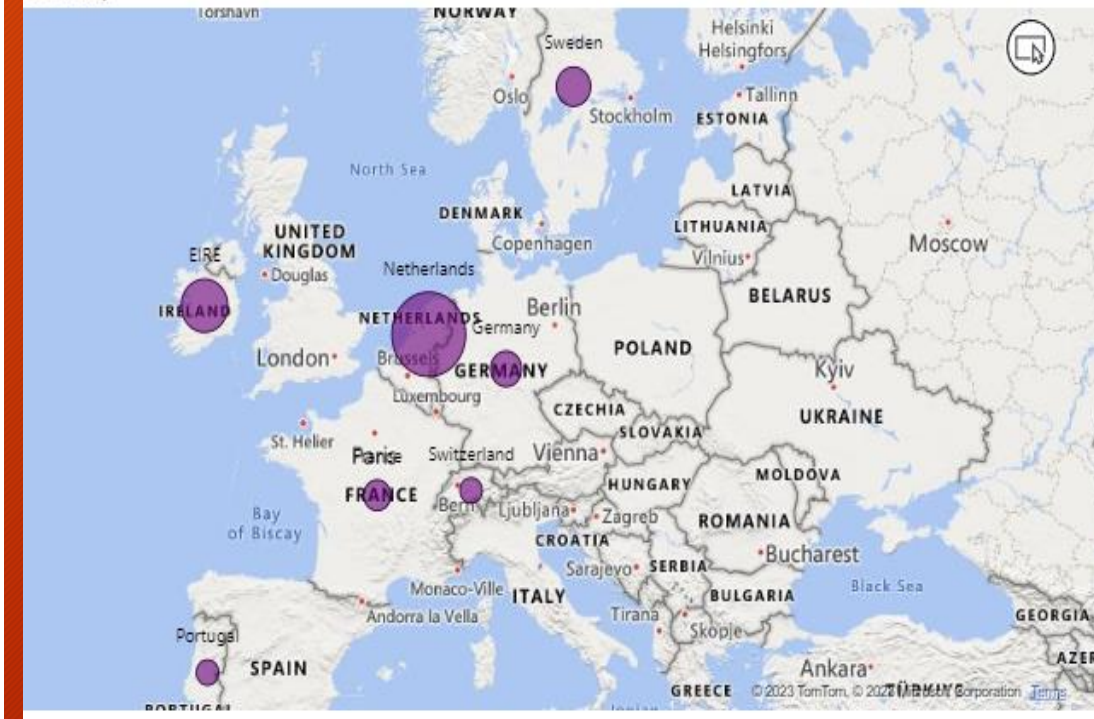
Trends & Insights

QUESTION 4)

Max of revenue by Country



Country



Conclusion

- So, in conclusion, we can see that the best-doing country is the United Kingdom and the Netherlands.
- The revenue trended down, resulting in a 42.43% decrease between December 2010 and December 2011.
- We have the comparison of difference between the quantity and revenue based on the countries.