

CHRISTMAS SALES & TREND ANALYSIS (2018 -2023)

FILTERS

Clear all filters 

Order Type 

All 

Year 

All 

Event 

All 

Weather during... 

All 

Promotion App... 

All 



Justice Ofokansi



KPI, Demographics, Sales & Trend Analysis (Christmas Period - Nov & Dec)

Page 1

Page 2

Total Transaction

10K

% Diff Count **+2.4%** Vs Past Yr

Avg Amount/Sales **\$158.47**

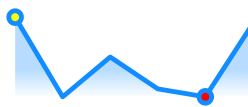


Total Quantity

30K

Avg Quantity/Sales **3**

Max Quantity/Sales **5**

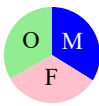


Total Customer

500

Avg. Net Sales/Customer **\$3.17K**

Max Net Sales/Customer **\$7.53K**

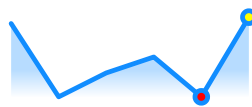


Total Net Sales

\$1.58M

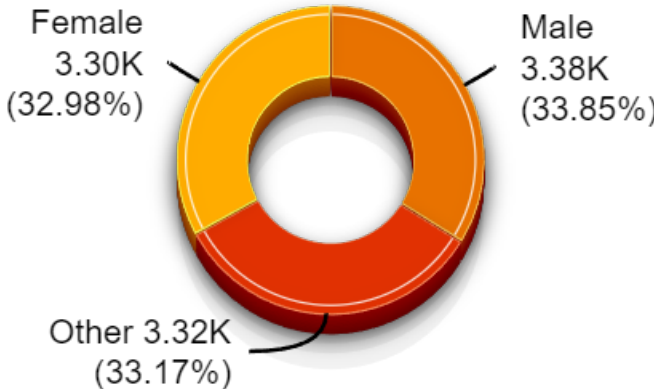
% Diff Net **7.23** Vs Past Year

Max Amount/Sales **\$499.98**

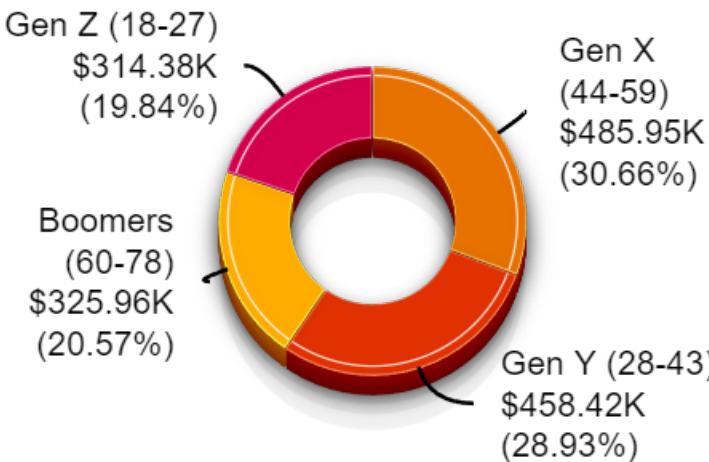


Sales Distribution by Age & Gender (Drill down)

Gender



Age Group



Sales Distribution by Month and Period

Event  Black Friday  Christmas Market  None

\$0.6M

\$0.4M

\$0.2M

\$0.0M

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Period Filter

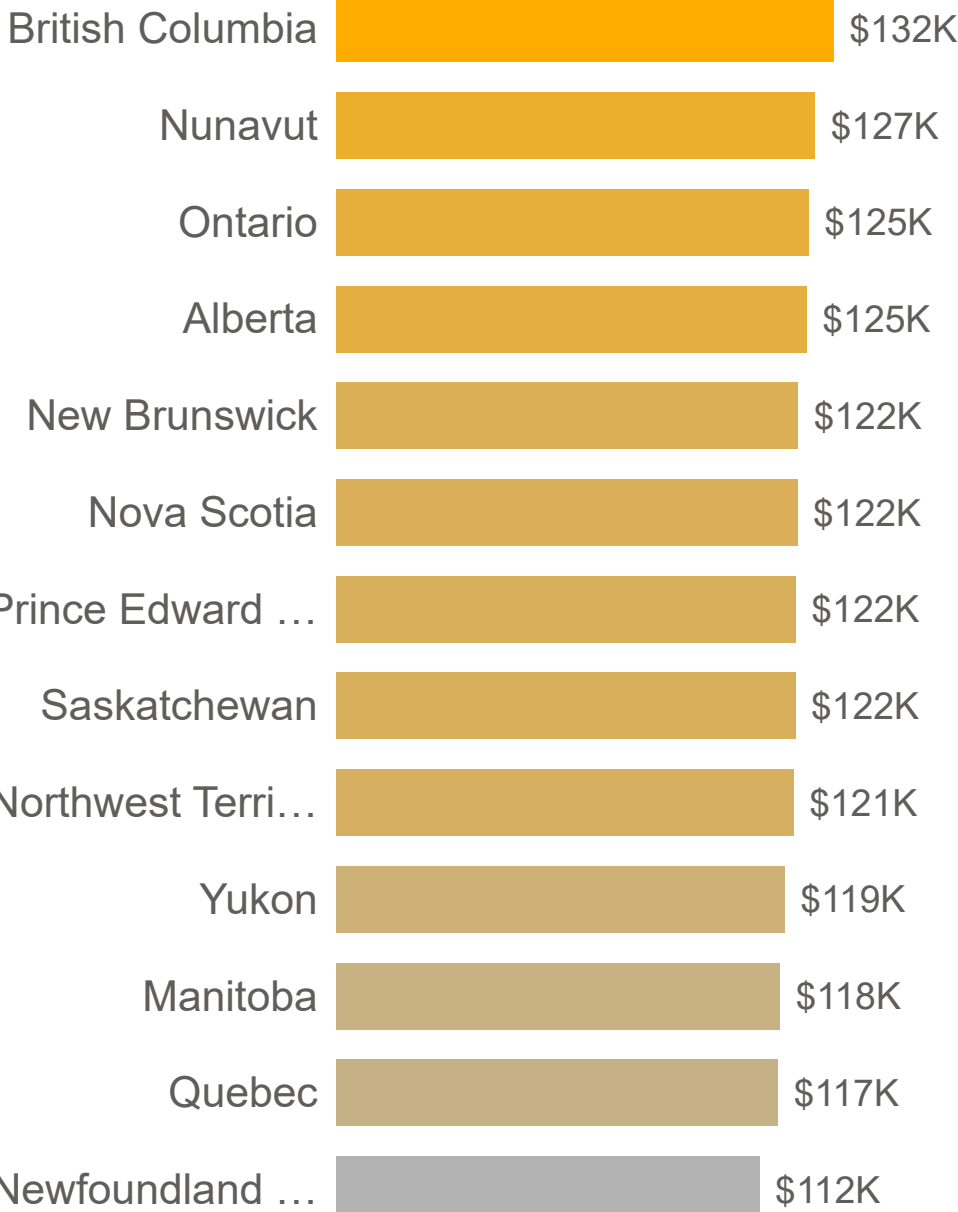
☐ Christmas Period

☐ Other Period

Total Net Sales by Location

\$0.11M

\$0.13M



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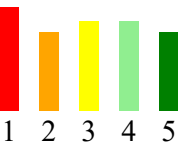
Customer Behaviour & Satisfaction Analysis (Christmas Period - Nov & Dec)

Page 1

Page 2

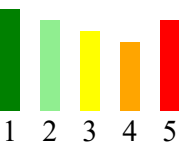
Avg Customer Satis. Rating

2.98

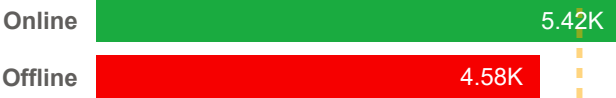


Avg Delivery Time (days)

3



Order Type



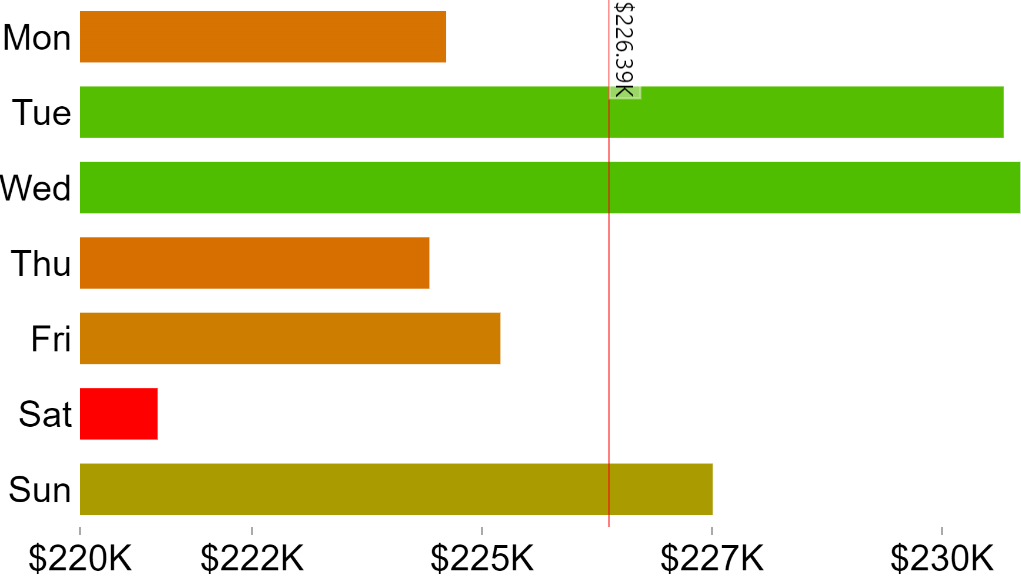
Return Rate



Customer Purchase Behaviour by Day, Time

Back

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Analysis based on Product

Product	Quantity	Net Sales	Yearly Trend	Cust Satis	YoY%	% Diff Past Yr
Toys	6105	20.59%		2.99	20.92%	17.42
Electronics	6226	20.31%		3.00	19.97%	1.10
Food	6021	20.12%		2.93	20.21%	-1.70
Decorations	5897	19.58%		3.01	24.63%	14.19
Clothing	5857	19.40%		2.98	19.02%	6.09

Cust. Satisfaction vs. Delivery Time Correlation

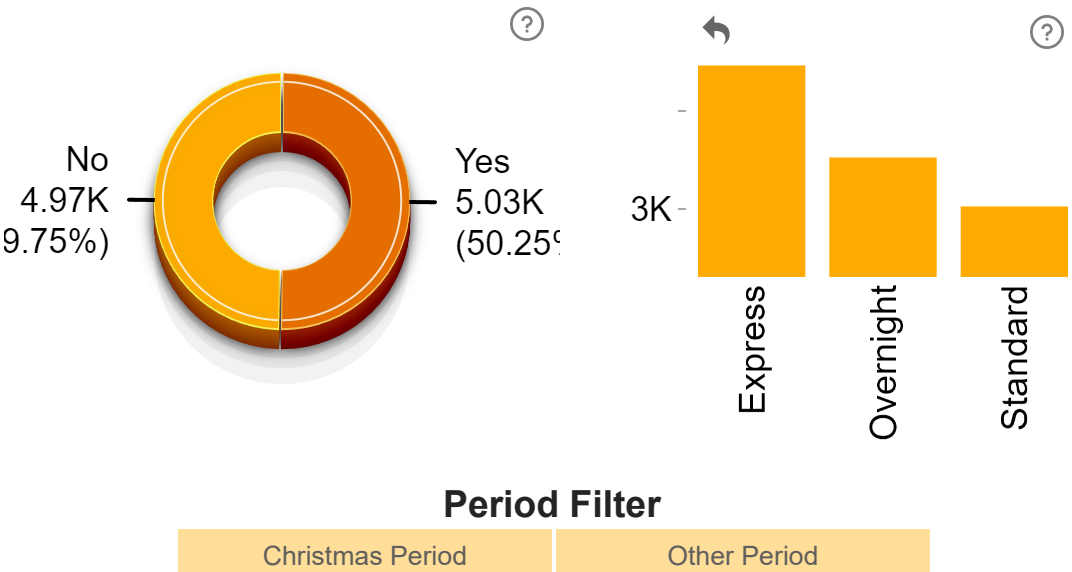
CSAT	1	2	3	4	5	
★★★★★	443	392	427	410	398	2.1K
★★★★☆	397	395	410	376	396	2.0K
★★★☆☆	406	417	368	392	408	2.0K
★★★★☆	401	409	392	387	402	2.0K
★★★★★	387	396	403	383	405	2.0K
Total	2034	2009	2000	1948	2009	

Customer Satis. vs Returned Corelation

CSAT	No	Yes
★★★★★	1017	1053
★★★★☆	983	991
★★★☆☆	934	1057
★★★★☆	1005	986
★★★★★	1007	967

Gift Wrap Analysis

Shipping Method



Analysis based on Weather

Weather	Quantity	Net Sales	Daily Trend	CSAT	Avg. DT	% Diff Past Yr
Rainy	3408	34.86%		2.97	3	20.10
Snowy	3324	32.74%		2.97	3	3.36
Sunny	3268	32.40%		3.01	3	-0.79