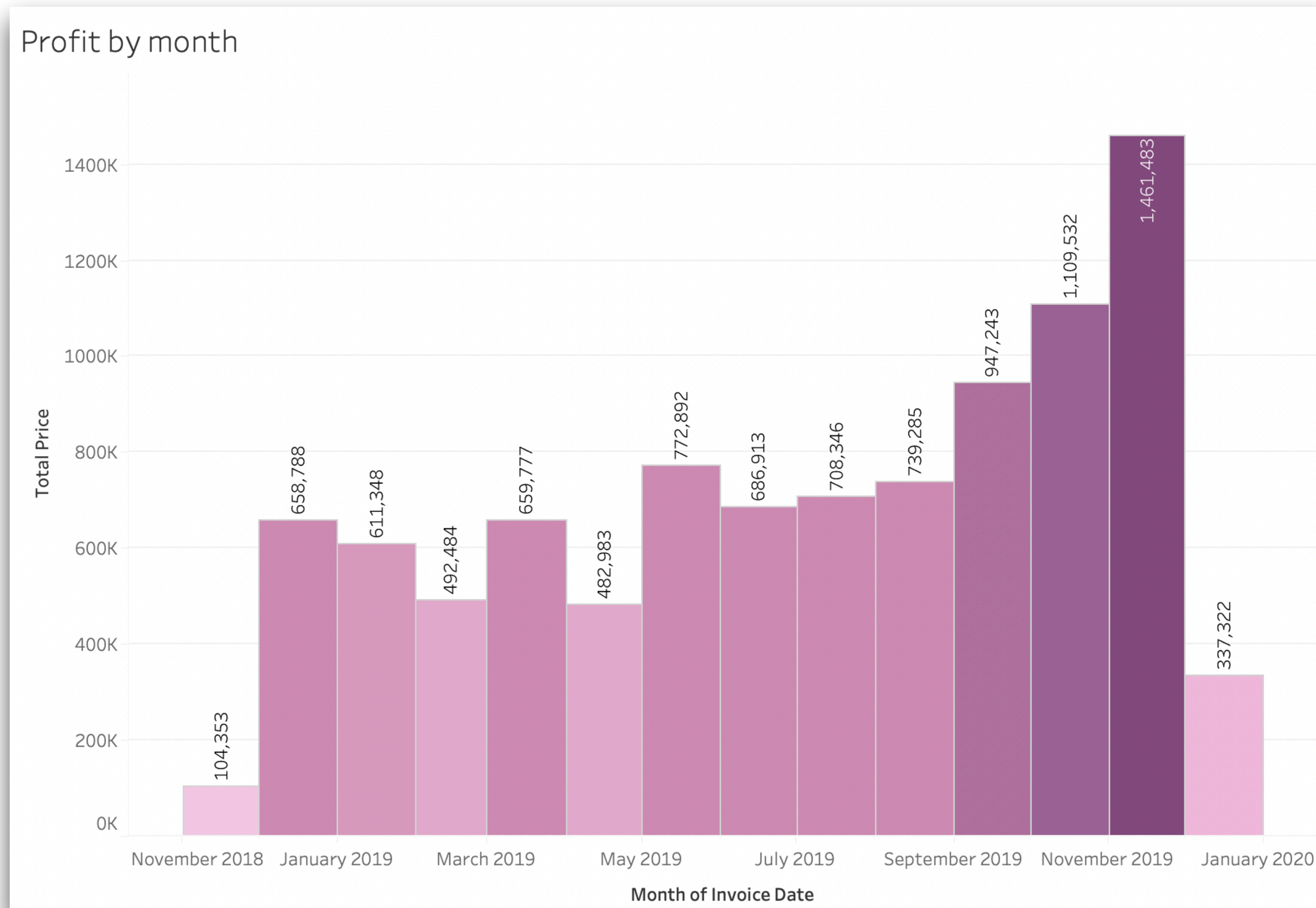


E-Commerce: Product Range Analysis

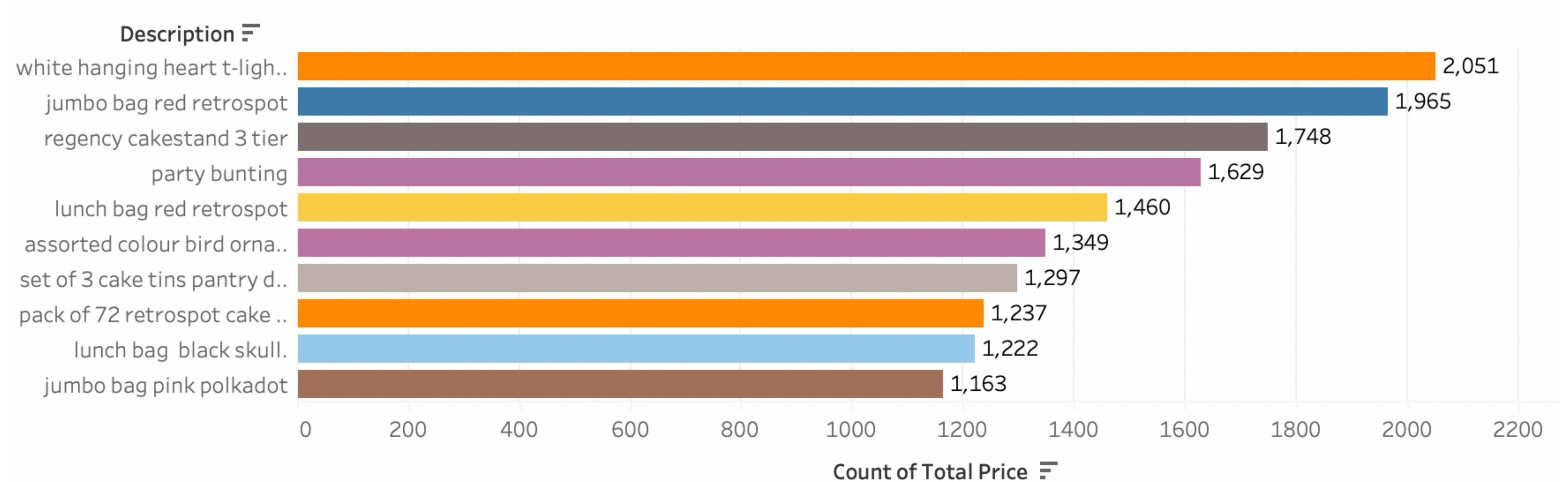
Olga Iusufova, 2022

Profit distribution by months



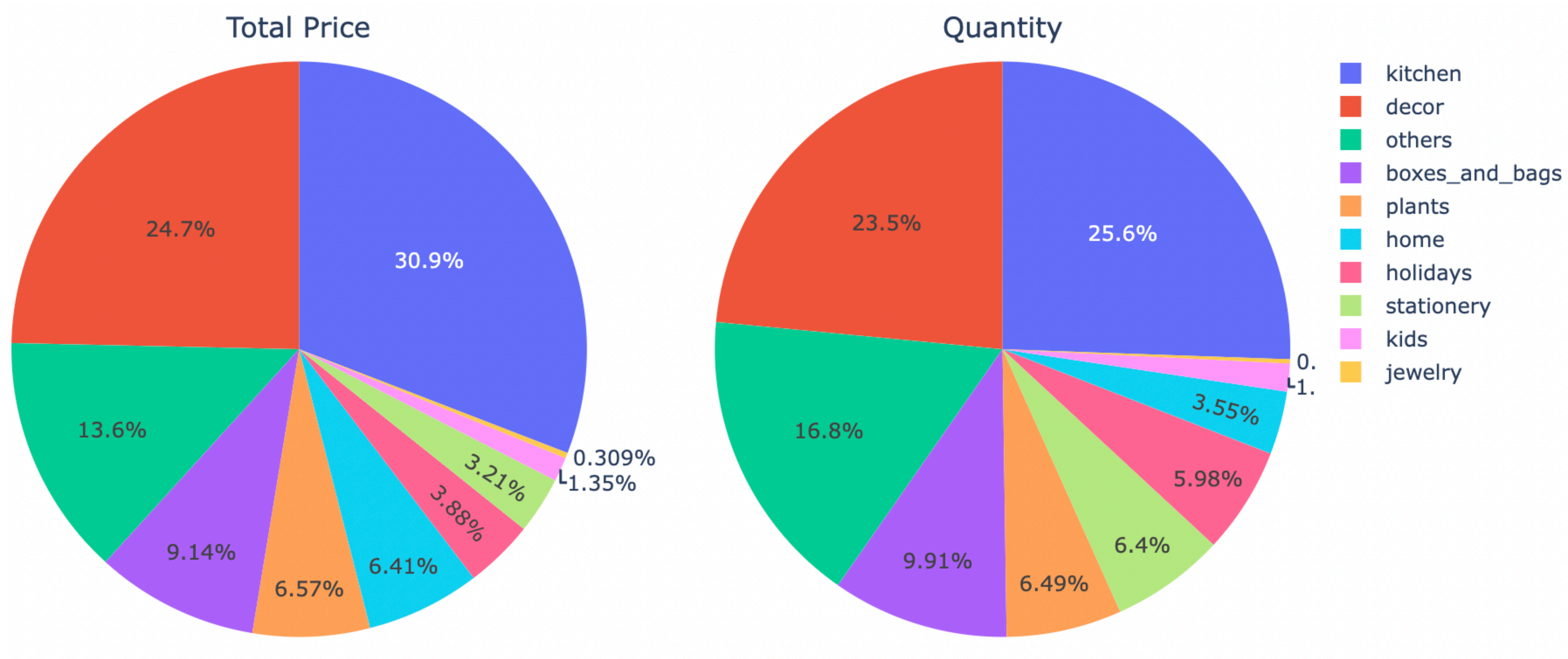
- The maximum profit was in November 2019 and amounted to 1,461,483.
- The minimum profit was in April 2019 and amounted to 482,983.

Top 10 most frequently ordered items



First place order for `white hanging heart t-light holder` bought 31841 times in 2051 orders. The maximum quantity of a item in an order is 1930 (this is most likely a wholesale purchase), the minimum is 1. On average, there are 15 pieces of this item in an order.

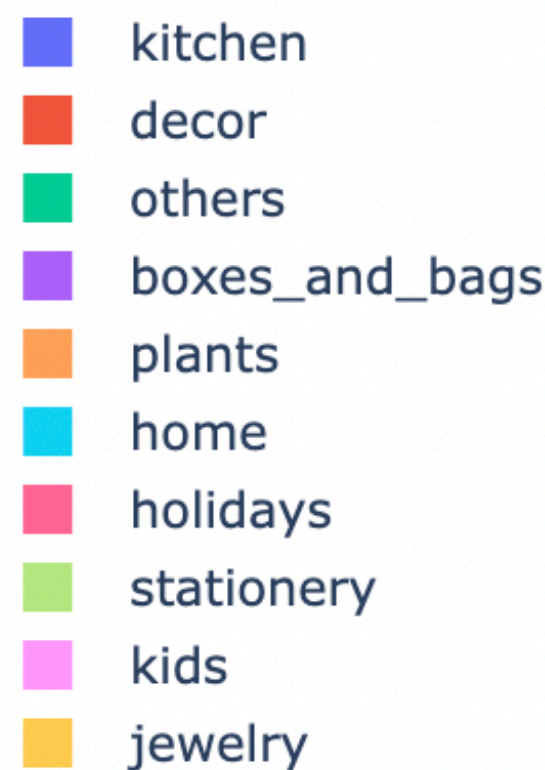
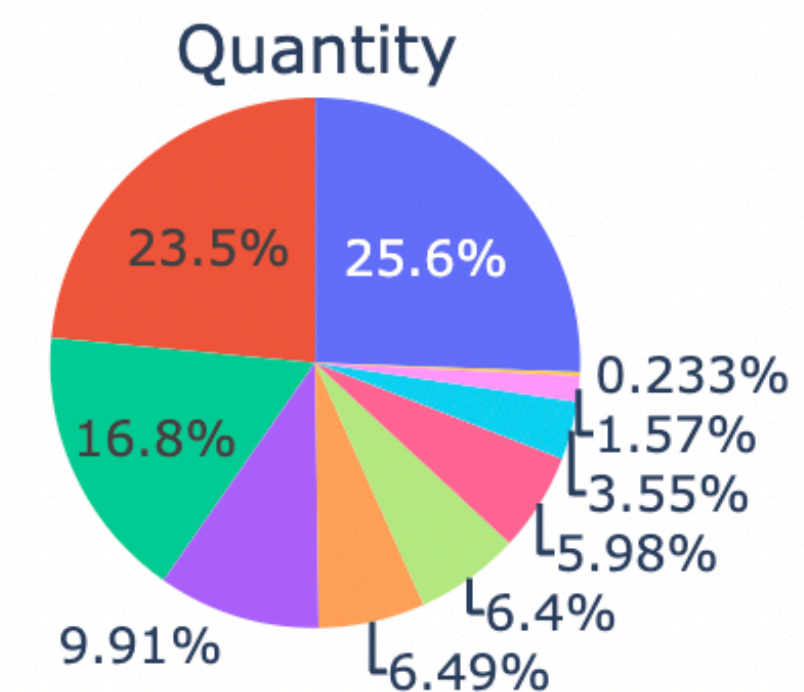
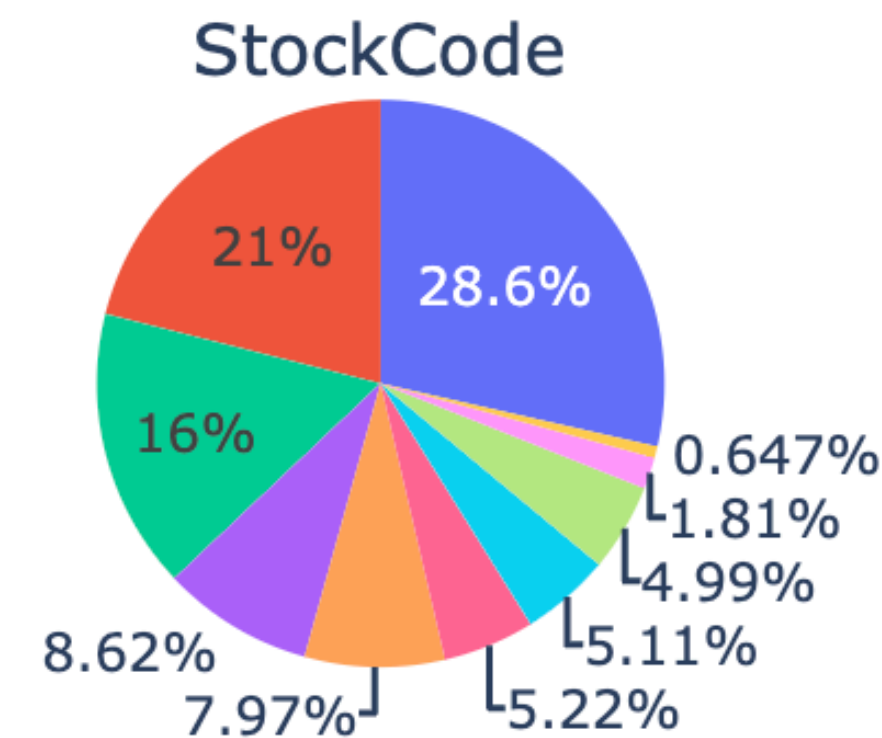
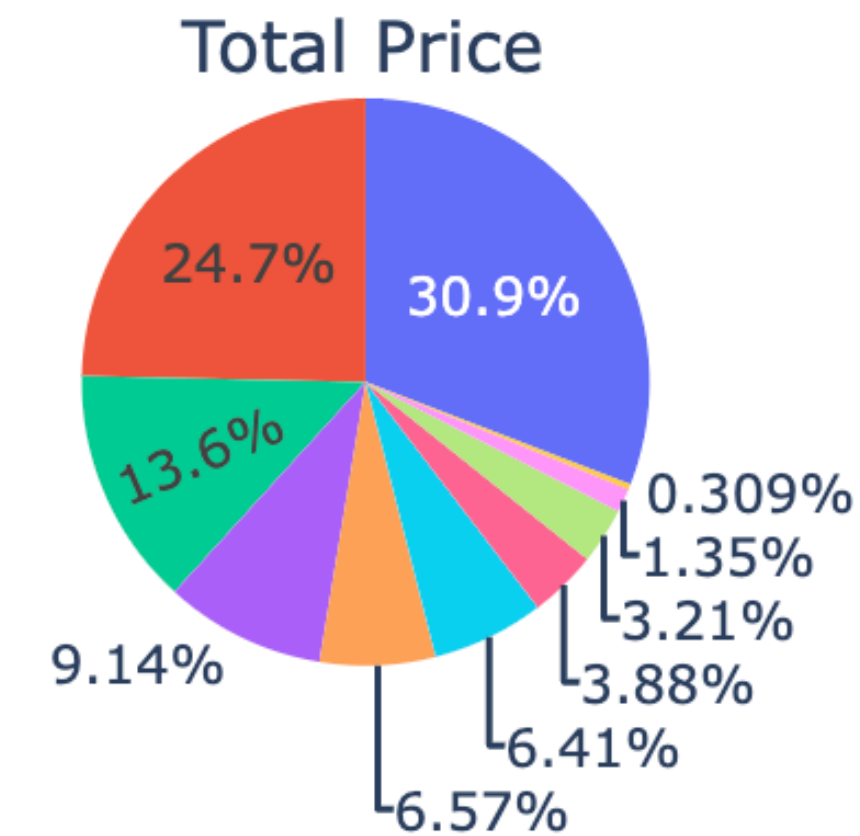
Category distribution



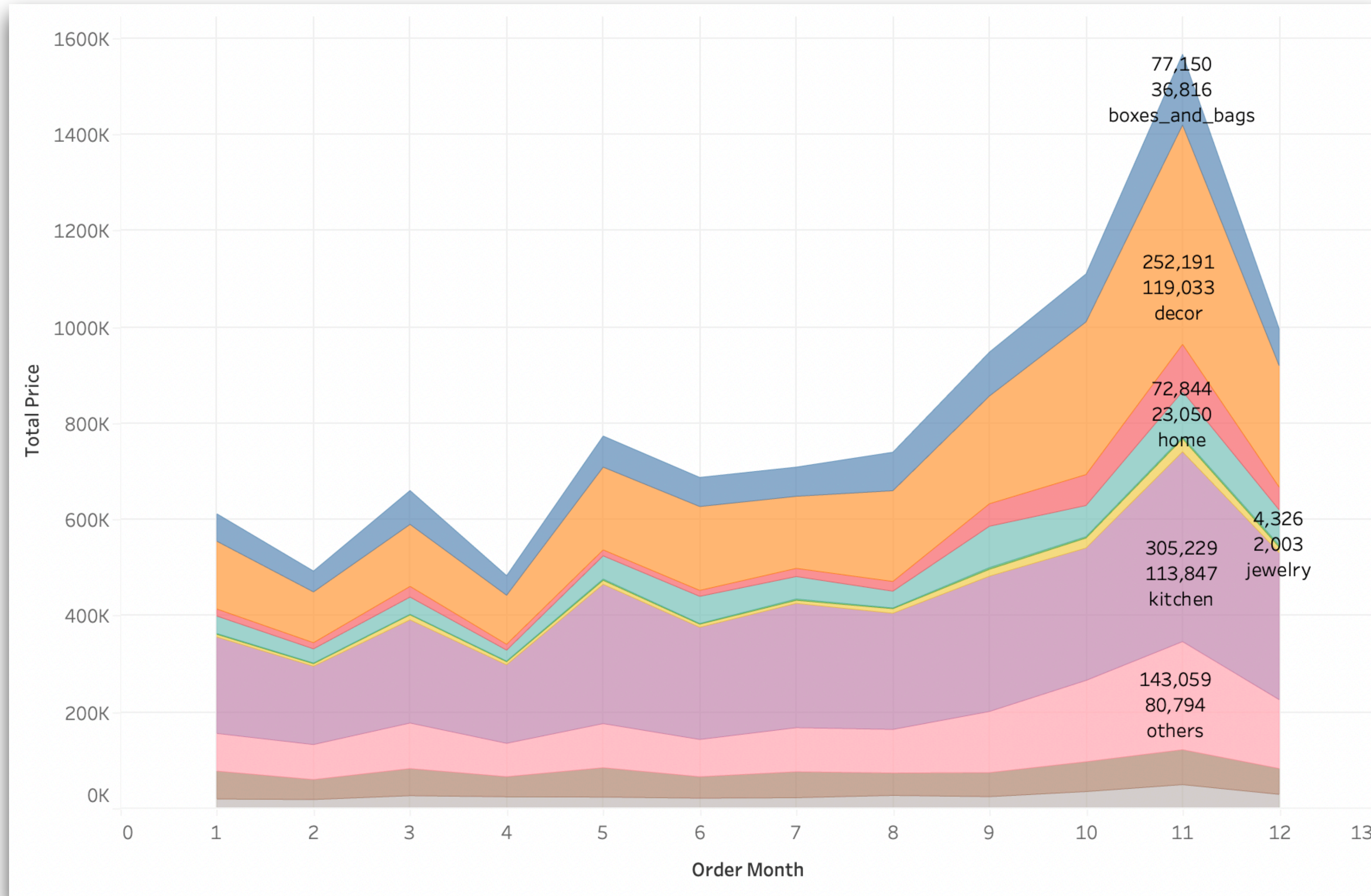
Category distribution

- Most of the items in the two categories `Kitchen` and `Decor`, and they brought the most profit. During the billing period, the `Kitchen` category brought in a total income of 3,016,868, and the `Decor` category brought a total income of 2,409,622.

- The share of the total profit from the `Kitchen` category was 30.9%, and the share of the `Decor` category was 24.7%, with approximately the equal share of the number of items sold, the `Kitchen` category was 25.6%, and the `Decor` category was 23.5%.



Number of purchases per month by category



Analyze the product range

- In 2018 - 40639 orders were made, in 2019 - 478719 orders were made.
- The maximum number of orders was in November 2019 (82,723 times), the minimum in February 2019 (25,927 times).
- On average, 9799 orders are made per week, with a minimum of 4036 orders and a maximum of 19970 orders.
- On average, 1702 orders are made per day, with a minimum of 219 orders and a maximum of 5250 orders.
- Total unique clients 4326.
- Average check for all orders 511.5.
- The maximum profit was in November 2019 and amounted to 1,461,483.
- The minimum profit was in April 2019 and amounted to 482,983.
- There is a tendency to increase sales from August 2019 to December and the peak falls on November 2019, it is difficult to judge what would have happened in December 2019, since the data is only for 7 days of December.

Thanks!