ONLINE STORE SALES PERFORMANCE

Presented By

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PROBLEM STATEMENT

This analysis aims to provide insights for data-driven decision-making by focusing on:

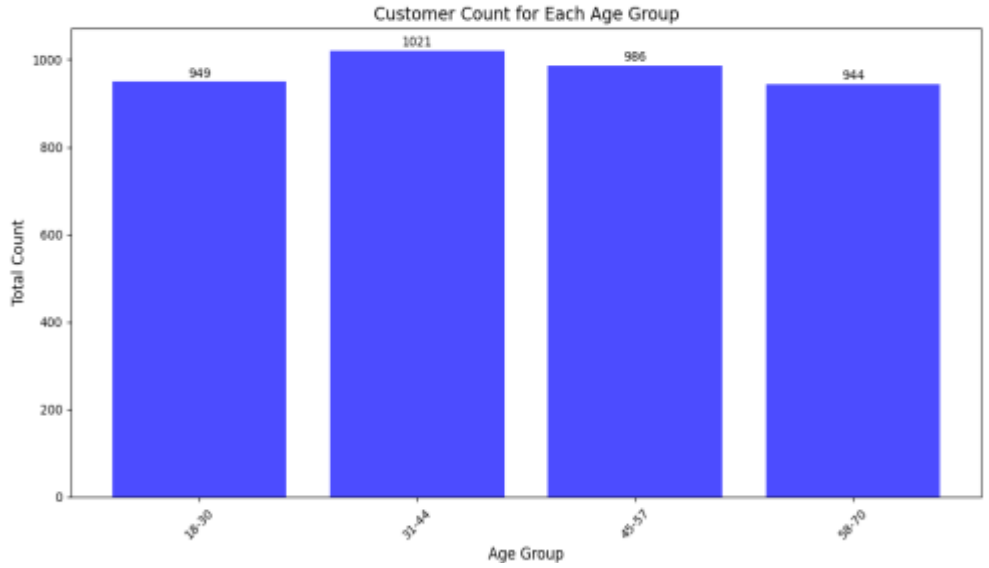
- Customer Behavior – Grouping customers based on demographics, purchase habits, and preferences to better understand their behavior.
- Purchase Prediction – Predicting what customers are likely to buy next and when, based on their past purchases.
- Churn Risk – Identifying customers who may stop purchasing and suggesting strategies to retain them.

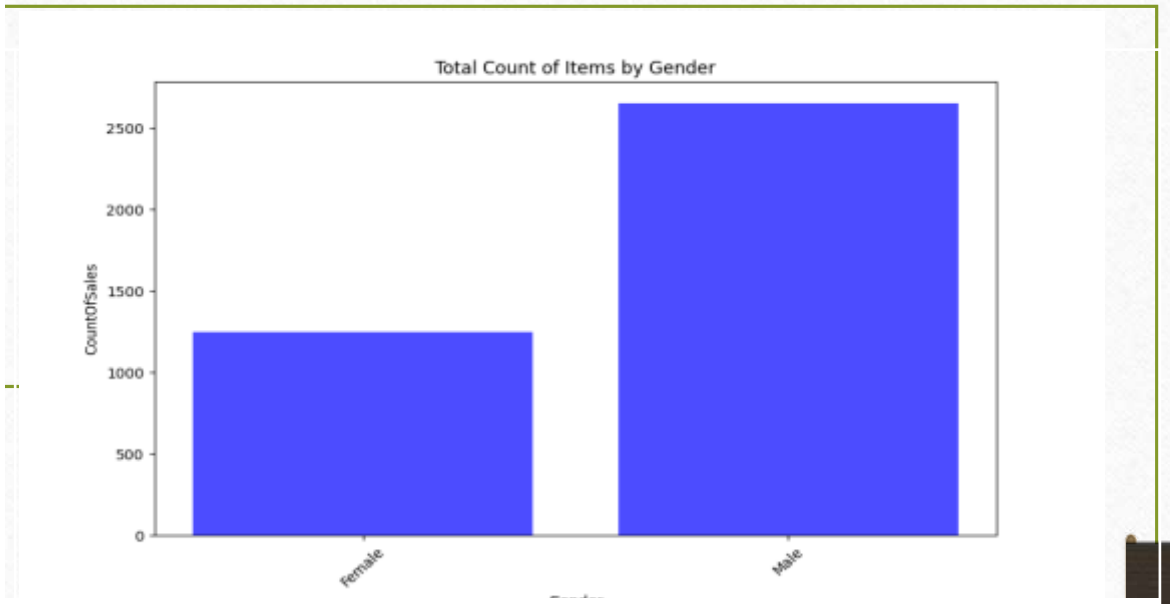
OBJECTIVES

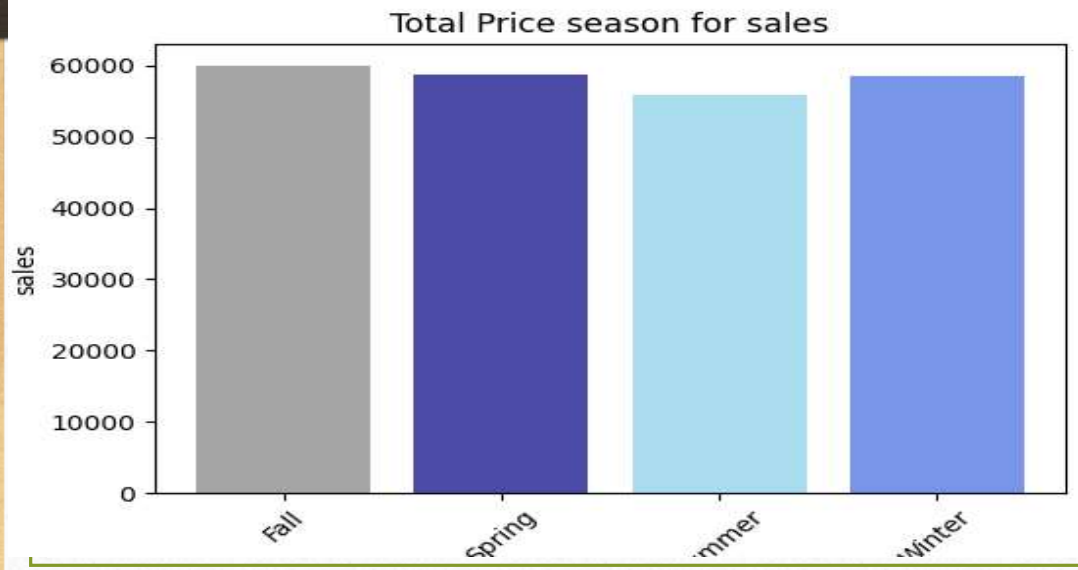
The Objective focus is to drive business Growth:

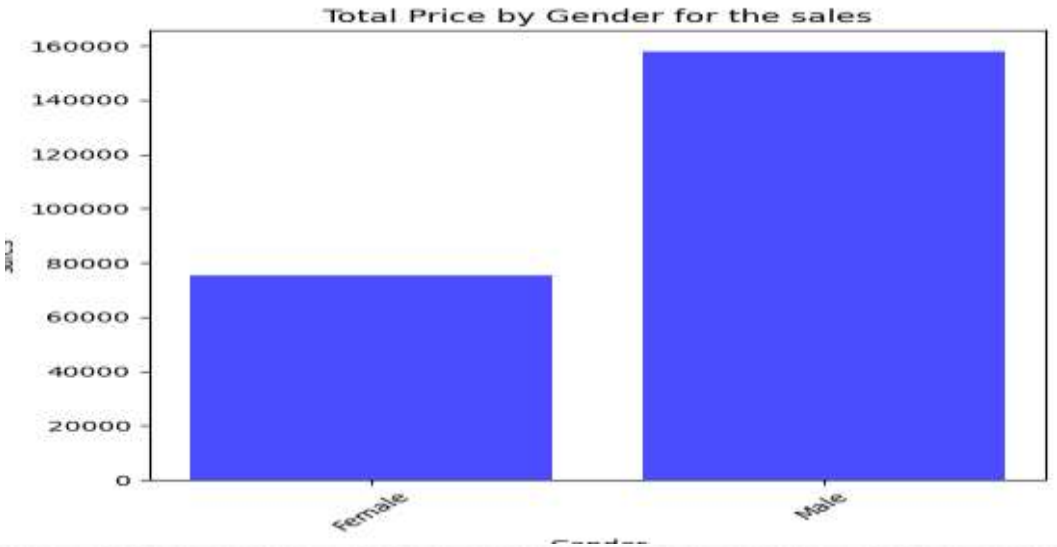
- Insights into Purchase Behavior and Patterns.
- Analyze consumer purchasing patterns over time.
- Identify popular product categories and high-performing segments.
- Develop customer segmentation and personalization strategies.
- Consumer Shopping Trends: Insights into Purchase Behavior and Patterns.

INSIGHTS

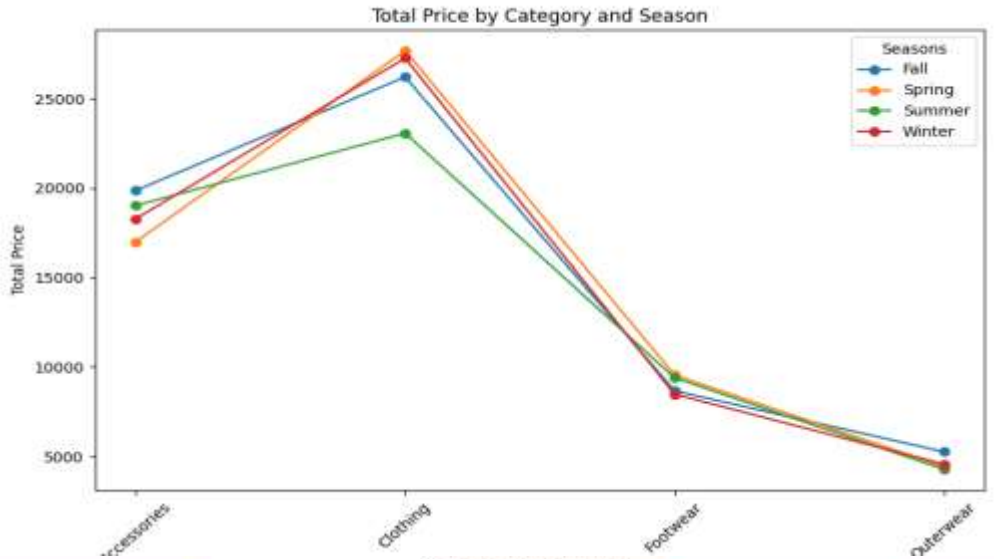

Customer Count for Each Age Group
Total Count
Age Group
949
1021
986
944
18-30
31-44
45-57
58-70

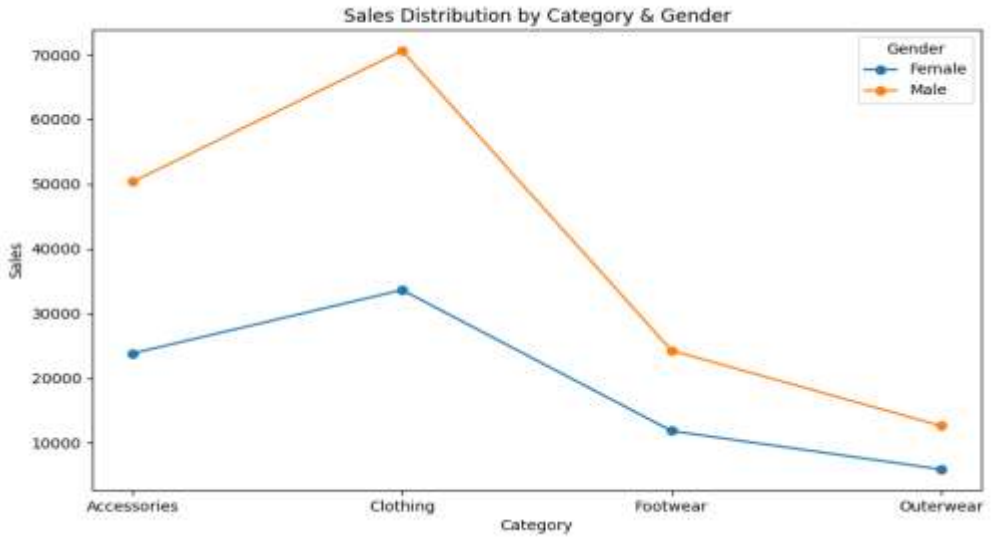

Total Count of Items by Gender
CountOfSales
Female
Male


Total Price season for sales
sales
Fall
Spring
Winter

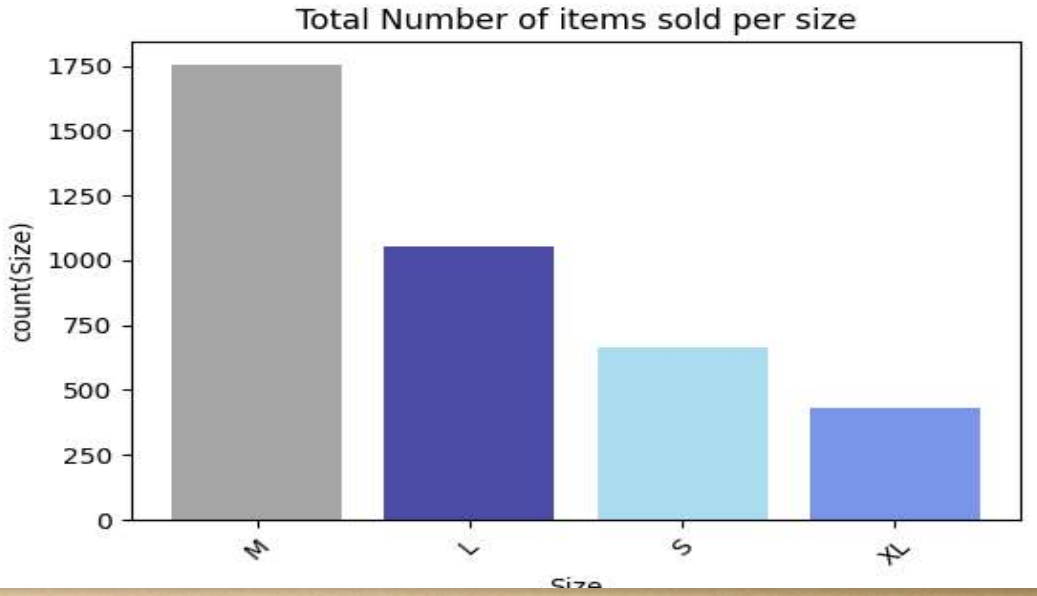

Total Price by Gender for the sales
Female
Male

INSIGHTS

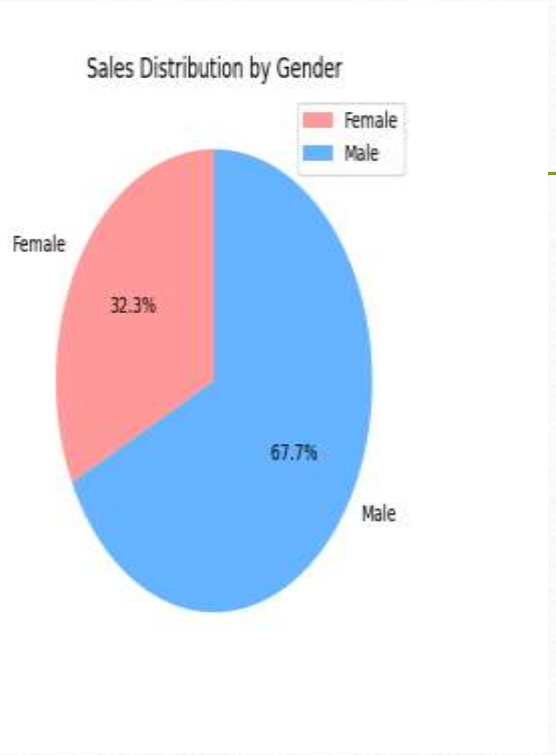

Total Price by Category and Season
Seasons
Fall
Spring
Summer
Winter
Total Price
25000
20000
15000
10000
5000
Clothing
Footwear

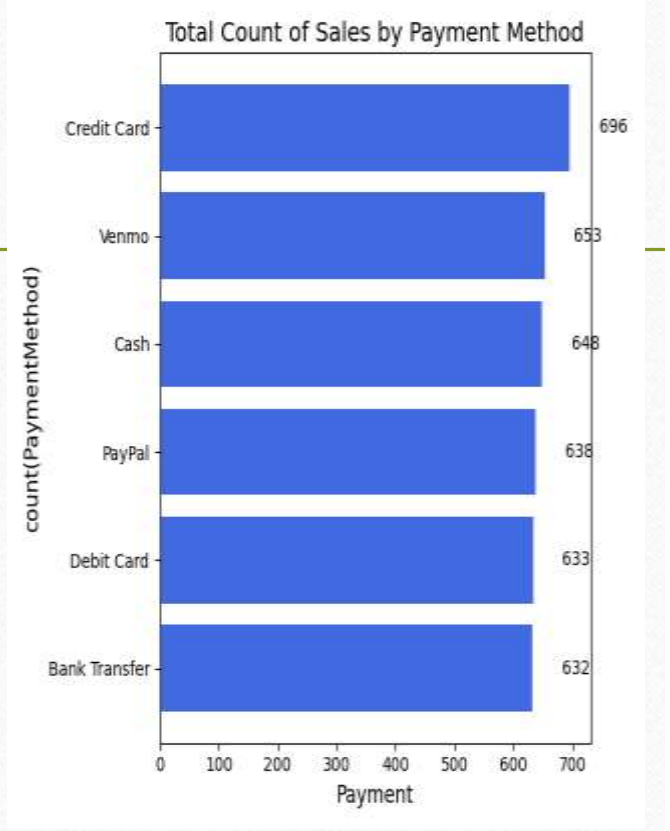

Sales Distribution by Category & Gender
Gender
Female
Male
Sales
70000
60000
50000
40000
30000
20000
10000
Accessories
Clothing
Footwear
Outerwear
Category

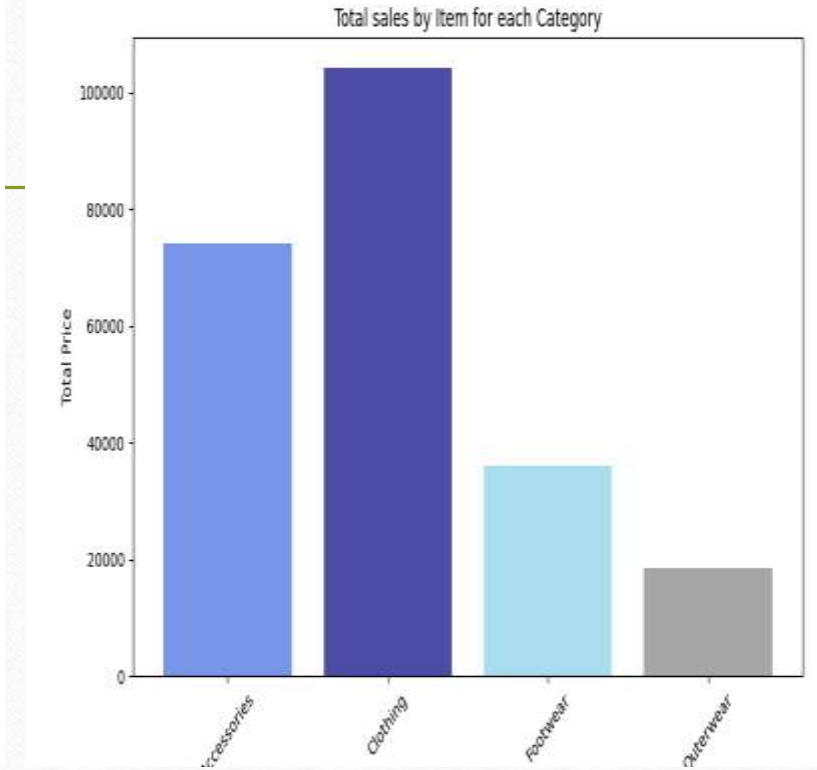
Sales Treemap
Jewelry 10010
T-shirt 9248
Hoodie 8767
Gloves 8477
Jeans 7548
Pants 10090
Jacket 9249
Handbag 8857
Backpack 8636
Sneakers 8635
Dress 10320
Socks 9252
Shoes 9240
Sandals 9200
Boots 9018
Shirt 10332
Shorts 9433
Skirt 9402
Hat 9375
Coat 9275
Blouse 10410
Sunglasses 9649
Belt 9635
Scarf 9561
Sweater 9462


Total Number of items sold per size
count(Size)
1750
1500
1250
1000
750
500
250
0
M
L
S
XL
Size

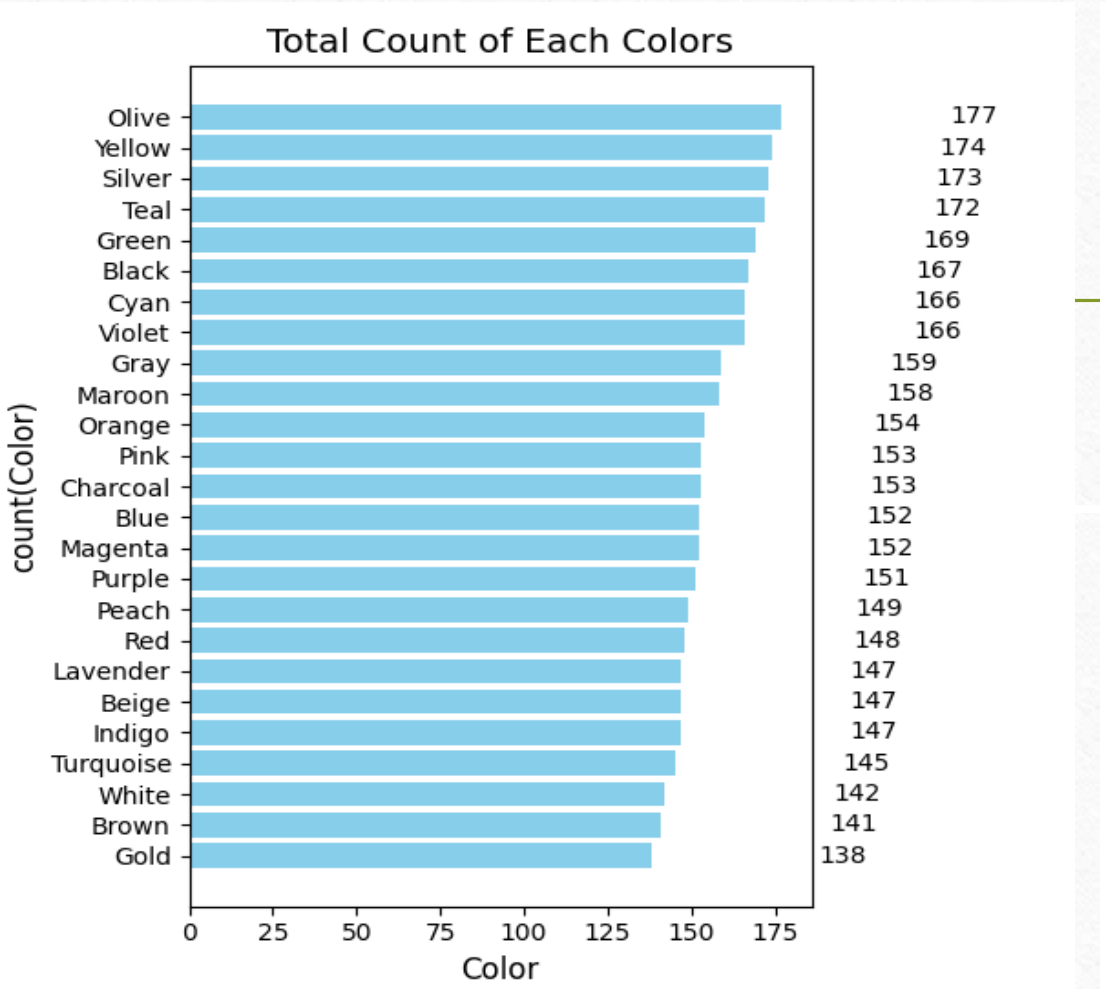
INSIGHTS

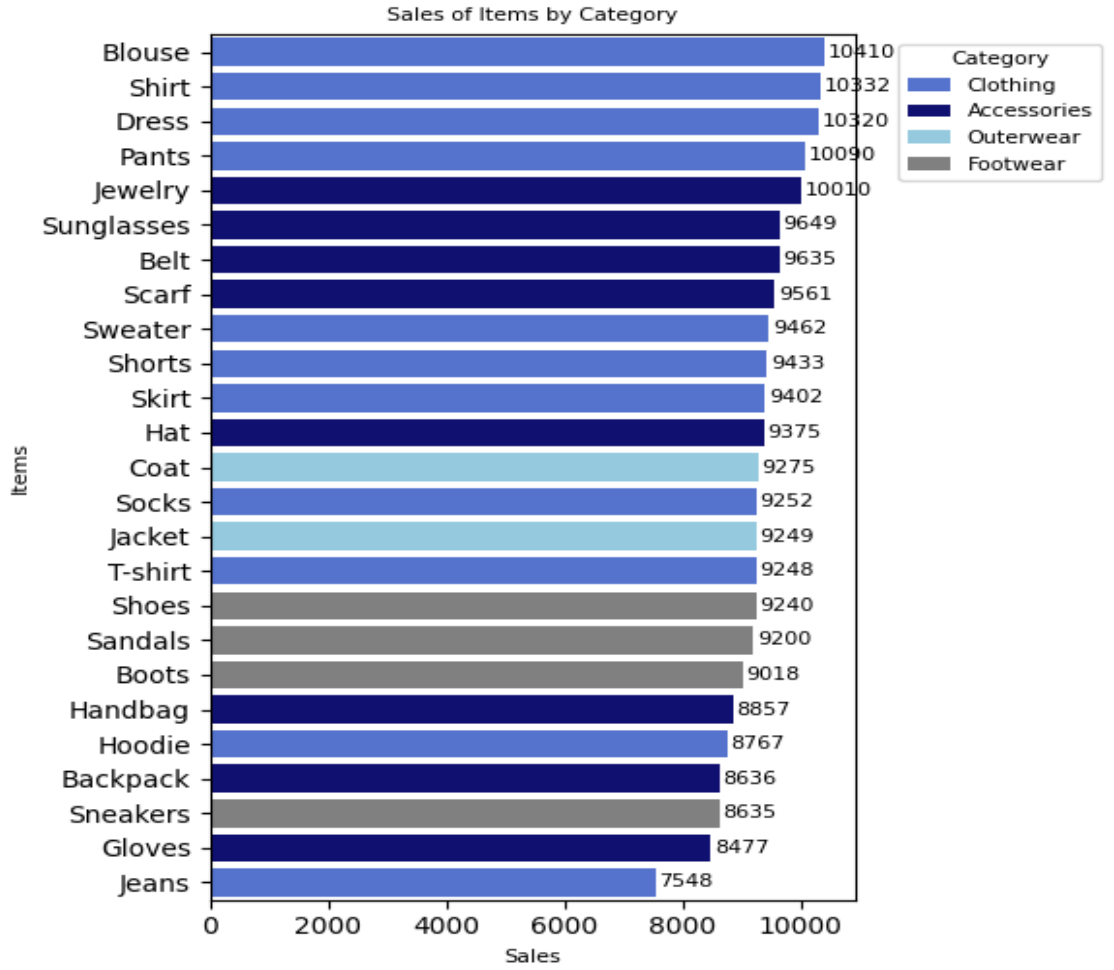

Sales Distribution by Gender
Female
Male
Female
32.3%
67.7%
Male


Total Count of Sales by Payment Method
Credit Card
Venmo
Cash
PayPal
Debit Card
Bank Transfer
696
653
648
638
633
632
count(PaymentMethod)
0
100
200
300
400
500
600
700
Payment

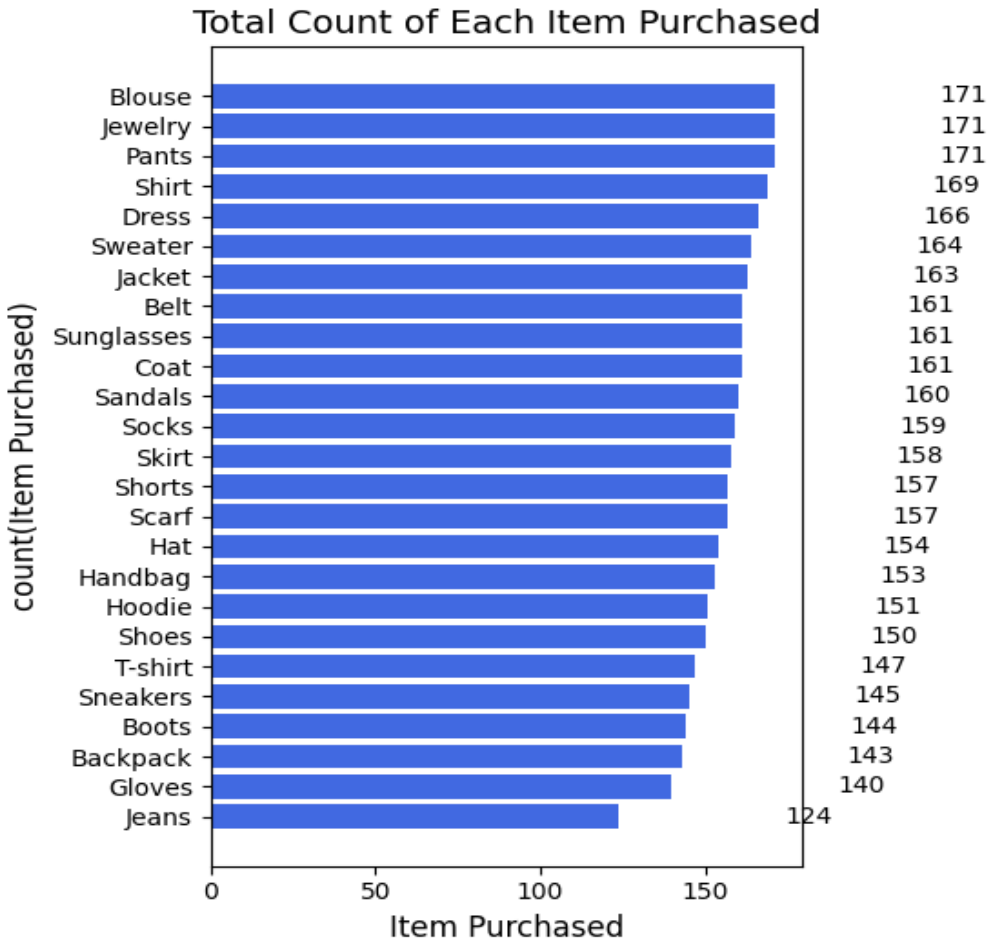

Total sales by Item for each Category
100000
80000
60000
40000
20000
0
Total Price
Clothing
Footwear

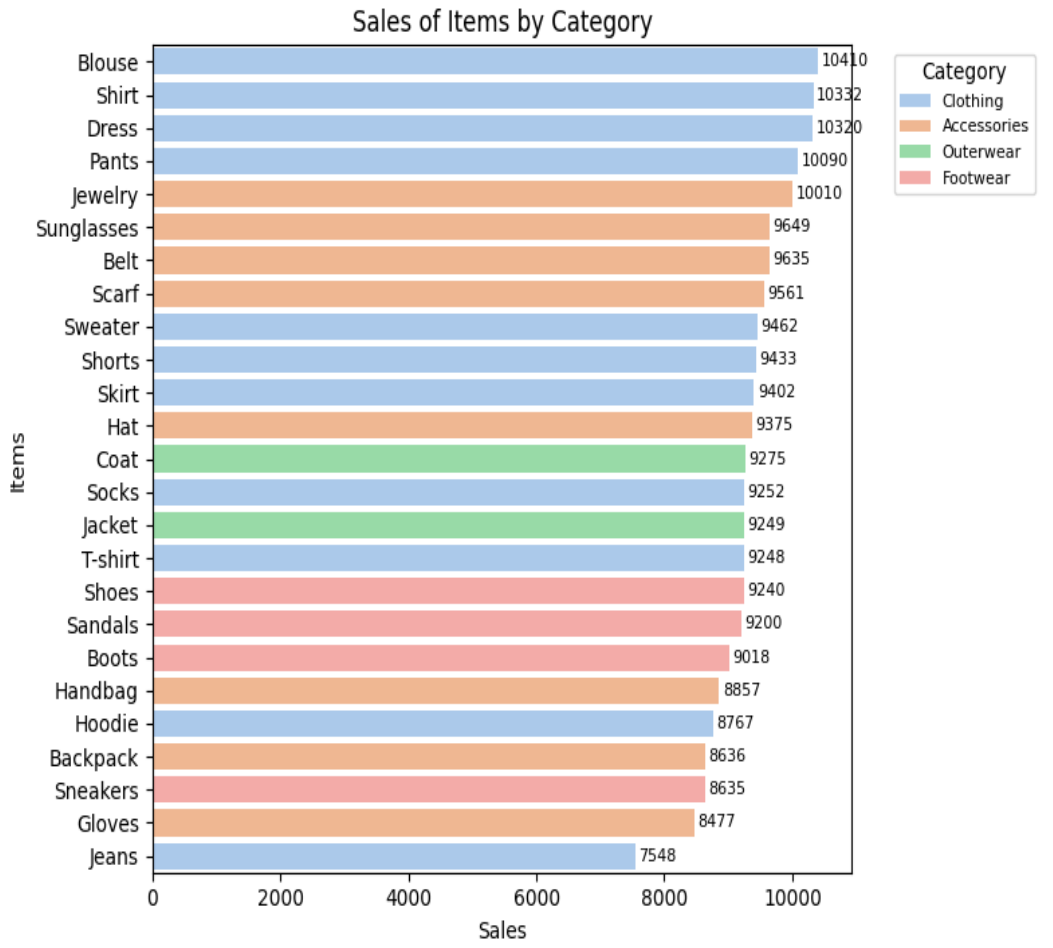
INSIGHTS


Total Count of Each Colors
count(Color)
Color
Olive 177
Yellow 174
Silver 173
Teal 172
Green 169
Black 167
Cyan 166
Violet 166
Gray 159
Maroon 158
Orange 154
Pink 153
Charcoal 153
Blue 152
Magenta 152
Purple 151
Peach 149
Red 148
Lavender 147
Beige 147
Indigo 147
Turquoise 145
White 142
Brown 141
Gold 138
0 25 50 75 100 125 150 175


Sales of Items by Category
Items
Sales
Category
Clothing
Accessories
Outerwear
Footwear
Blouse 10410
Shirt 10332
Dress 10320
Pants 10090
Jewelry 10010
Sunglasses 9649
Belt 9635
Scarf 9561
Sweater 9462
Shorts 9433
Skirt 9402
Hat 9375
Coat 9275
Socks 9252
Jacket 9249
T-shirt 9248
Shoes 9240
Sandals 9200
Boots 9018
Handbag 8857
Hoodie 8767
Backpack 8636
Sneakers 8635
Gloves 8477
Jeans 7548
0 2000 4000 6000 8000 10000

INSIGHTS


Total Count of Each Item Purchased
count(Item Purchased)
Item Purchased
0
50
100
150
Blouse 171
Jewelry 171
Pants 171
Shirt 169
Dress 166
Sweater 164
Jacket 163
Belt 161
Sunglasses 161
Coat 161
Sandals 160
Socks 159
Skirt 158
Shorts 157
Scarf 157
Hat 154
Handbag 153
Hoodie 151
Shoes 150
T-shirt 147
Sneakers 145
Boots 144
Backpack 143
Gloves 140
Jeans 124


Sales of Items by Category
Items
Sales
0
2000
4000
6000
8000
10000
Category
Clothing
Accessories
Outerwear
Footwear
Blouse 10410
Shirt 10332
Dress 10320
Pants 10090
Jewelry 10010
Sunglasses 9649
Belt 9635
Scarf 9561
Sweater 9462
Shorts 9433
Skirt 9402
Hat 9375
Coat 9275
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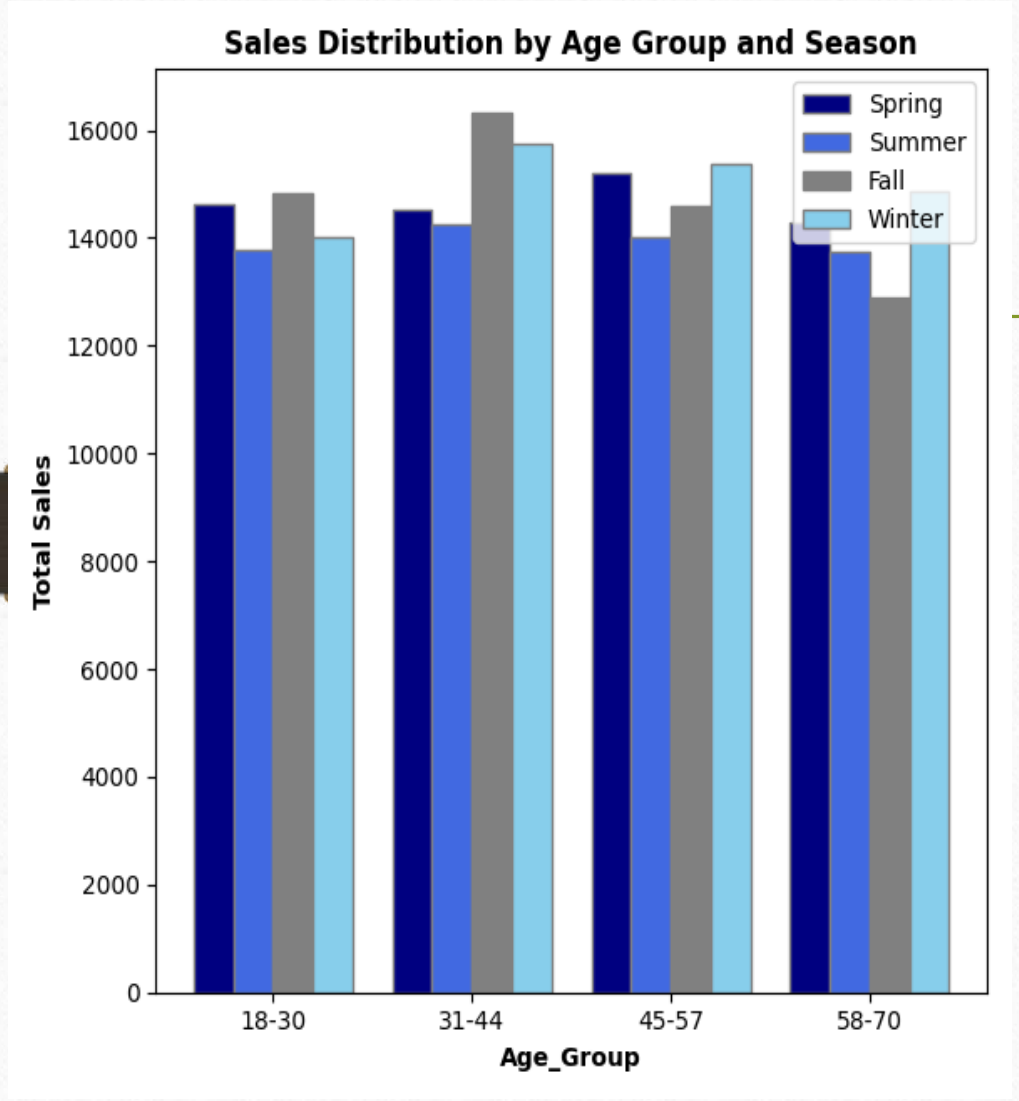
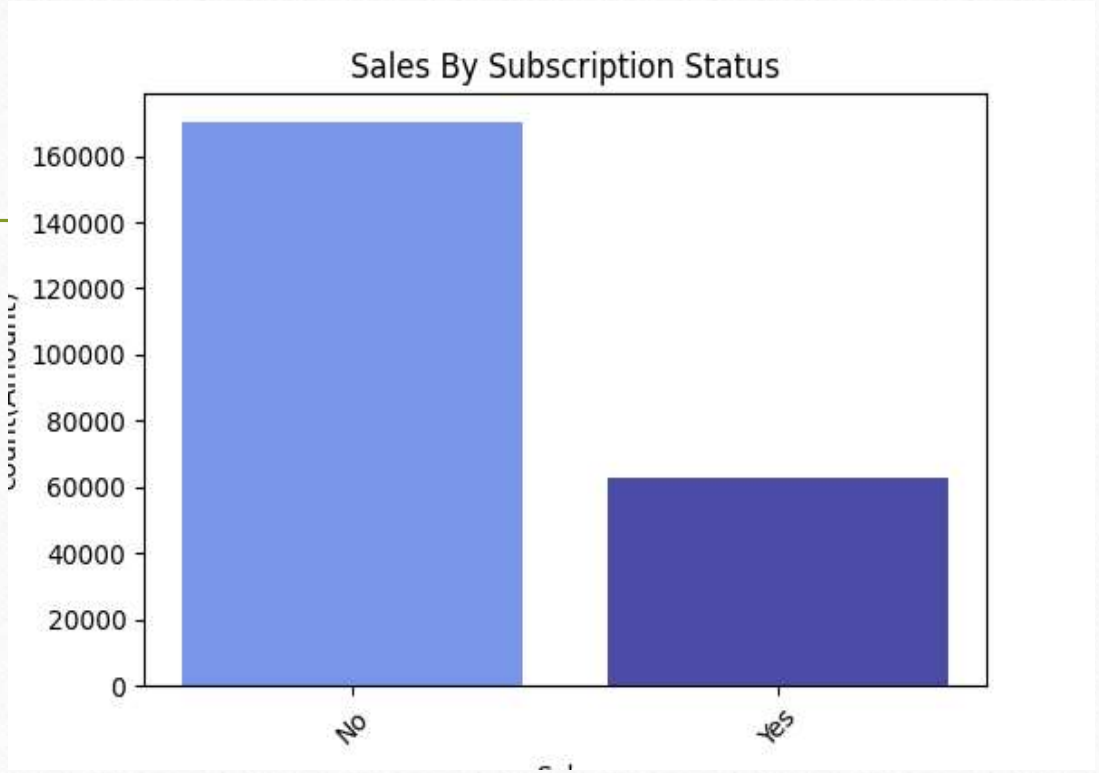
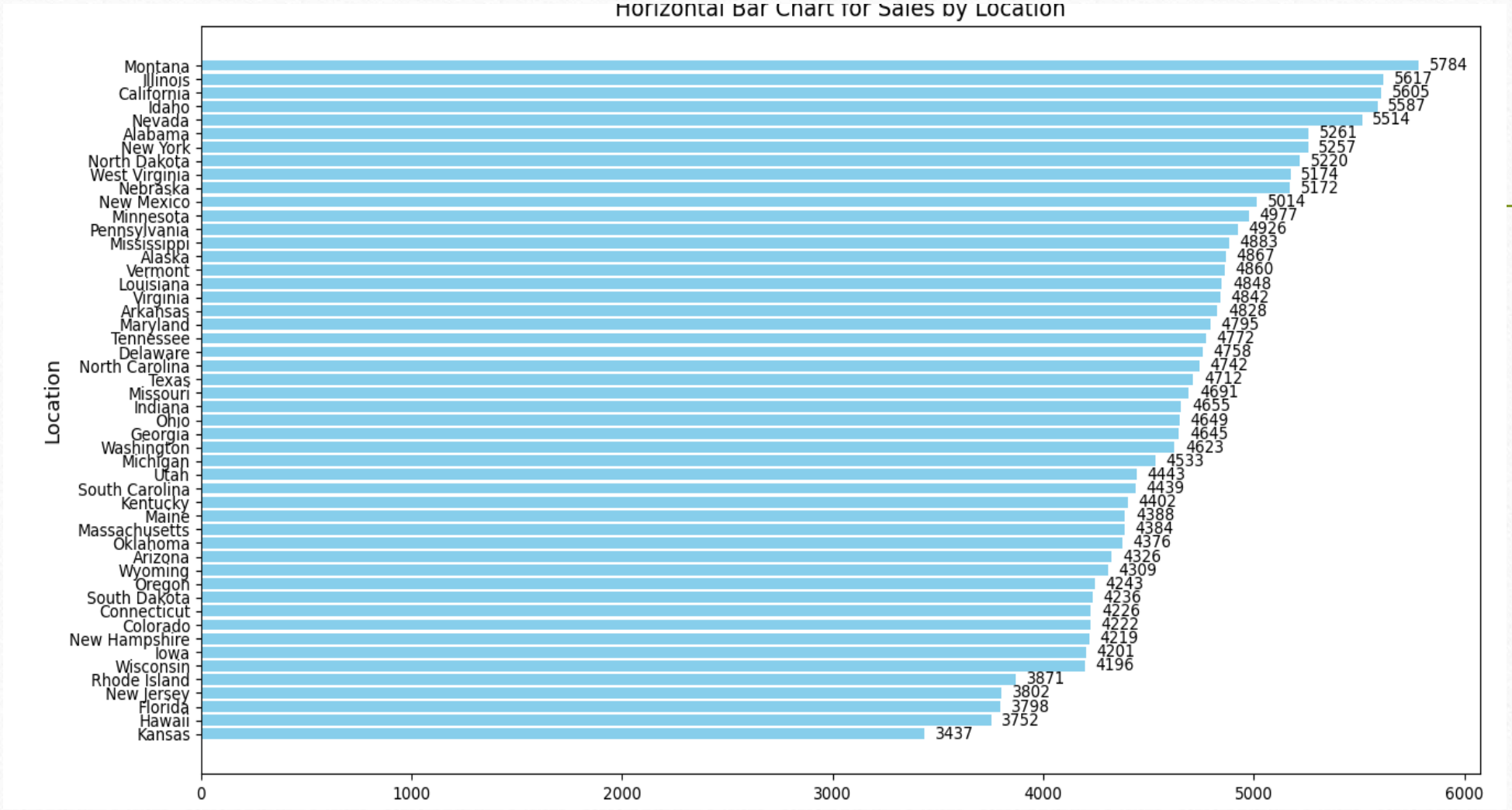
INSIGHTS


Sales Distribution by Age Group and Season
Spring
Summer
Fall
Winter
Total Sales
16000
14000
12000
10000
8000
6000
4000
2000
0
18-30
31-44
45-57
58-70
Age_Group


Sales By Subscription Status
160000
140000
120000
100000
80000
60000
40000
20000
0
No
Yes

INSIGHTS


Horizontal Bar Chart for Sales by Location
Location
Montana 5784
Illinois 5617
California 5605
Idaho 5587
Nevada 5514
Alabama 5261
New York 5257
North Dakota 5220
West Virginia 5174
Nebraska 5172
New Mexico 5014
Minnesota 4977
Pennsylvania 4926
Mississippi 4883
Alaska 4867
Vermont 4860
Louisiana 4848
Virginia 4842
Arkansas 4828
Maryland 4795
Tennessee 4772
Delaware 4758
North Carolina 4742
Texas 4712
Missouri 4691
Indiana 4655
Ohio 4649
Georgia 4645
Washington 4623
Michigan 4533
Utah 4443
South Carolina 4439
Kentucky 4402
Maine 4388
Massachusetts 4384
Oklahoma 4376
Arizona 4326
Wyoming 4309
Oregon 4243
South Dakota 4236
Connecticut 4226
Colorado 4222
New Hampshire 4219
Iowa 4201
Wisconsin 4196
Rhode Island 3871
New Jersey 3802
Florida 3798
Hawaii 3752
Kansas 3437
0
1000
2000
3000
4000
5000
6000

CONCLUSION

Subscription & Discounts Impact on Sales

- **Subscription does not improve sales.** Customers without subscriptions tend to purchase more than subscribed customers.

- **Discounts, promo codes, and subscriptions do not boost sales.** The store records higher sales from non-subscribed customers.

Customer Behavior & Buying Patterns

- **The color of Item sold has no significant impact on sales.** Customers buy clothing and other product categories regardless of color.

CONCLUSION

Customer Behavior & Buying Patterns

- **There is no correlation between age and sales.** Customers from various age groups purchase items in large quantities.
- **Male customers buy more than female customers.** Sales data indicates that male shoppers contribute a higher percentage of total purchases compared to female shoppers.

Seasonal Trends & High Sales Periods

- **Fall is the peak sales season.** The most frequent buyers are around **44 years old**, with the youngest customer being **18**, suggesting that the store does not sell products targeted at children or teenagers.

RECOMMENDATIONS

Improve Data Collection

📌 Include **quantity sold per transaction** to identify true best-selling products, not just those with high revenue.

Clarify Sales Data for Expensive Items

📌 **Hats** are the top-selling item in fall, but it's unclear if this is due to **high demand or high price**. More granular data is needed.

RECOMMENDATIONS

Sales by Age Group Analysis

📌 Correlation analysis shows **age does not significantly impact sales**, meaning marketing should focus on broader customer engagement.

Restock High-Demand Items in Fall

📌 **Fall has the highest sales volume**, identify the top-selling products and ensure they are well-stocked.

RECOMMENDATIONS

Target Male Customers with Personalized Offers

📌 Male **customers buy more**, the store should create **tailored promotions and recommendations** to increase engagement and sales.

THANK YOU