



COUNTRY SALES TRENDS

[Customer Analysis](#)[Product Analysis](#)

Sales Overview

Year

2015

2016

2017

[Sales Summary](#)

Total Revenue

\$586.11bn



Total Sales

\$24.91M



Total Profit

\$4.26M

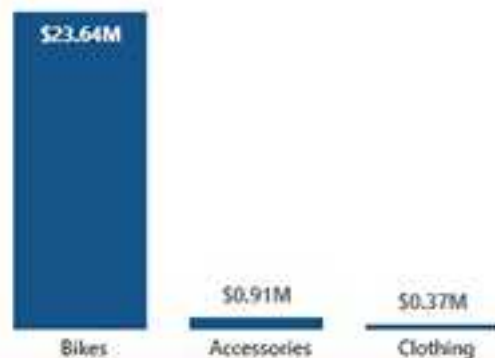


Sales Growth

166.24%



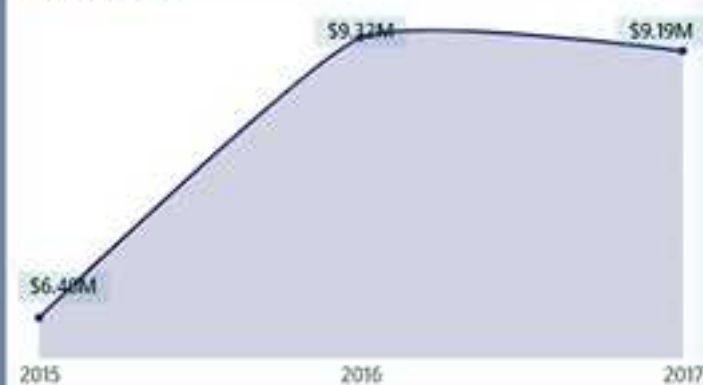
Sales by Category



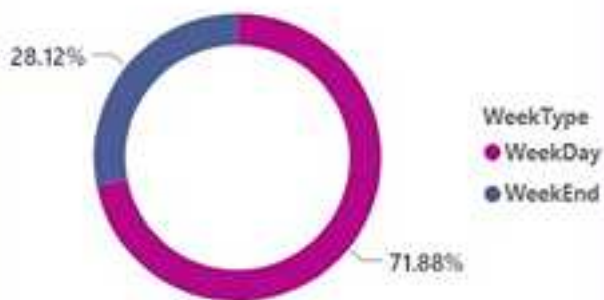
Return Quantity by Region



Sales Trend YoY



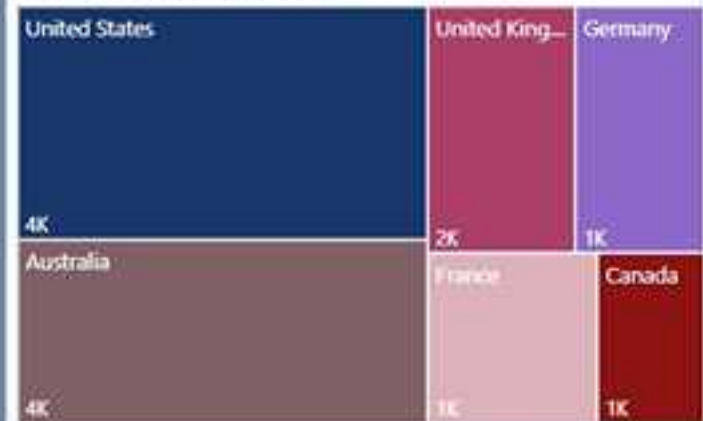
Sales on WeekDay / WeekEnd



Sales by Continent



High Ticket Orders by Country





SALES SUMMERY

[Sales Overview](#)[Customer Analysis](#)[Product Analysis](#)

Year

2015

2016

2017

Average Revenue per Customer

\$32.30M



Average Product Price

\$714.44



Average Order Value

\$990.09



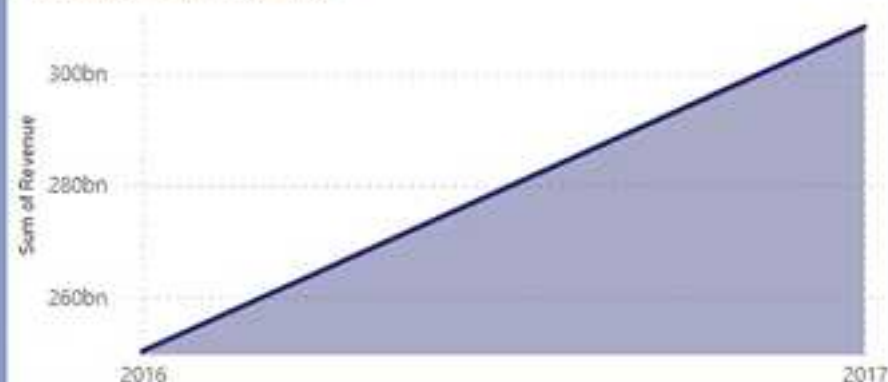
Average Sales Clothing

\$42.94

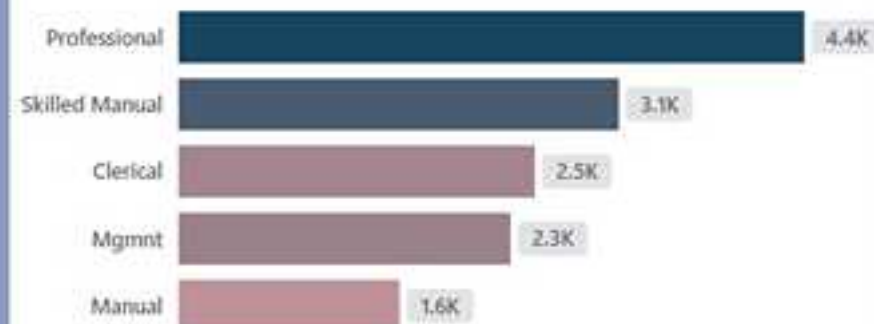


| Continent | Region | Date | TotalSales | TotalProfit | MonthWiseReturn |
|-----------|-----------|-----------------|------------------|----------------|-----------------|
| Pacific | Australia | 01 January 2015 | \$3,374.99 | \$421.20 | |
| Pacific | Australia | 02 January 2015 | \$7,156.54 | \$1,528.64 | |
| Pacific | Australia | 03 January 2015 | \$10,734.81 | \$2,292.96 | |
| Pacific | Australia | 07 January 2015 | \$4,277.37 | \$891.51 | |
| Pacific | Australia | 08 January 2015 | \$10,556.53 | \$1,952.96 | |
| Pacific | Australia | 09 January 2015 | \$3,578.27 | \$764.32 | |
| Pacific | Australia | 10 January 2015 | \$6,953.26 | \$1,185.52 | |
| Pacific | Australia | 11 January 2015 | \$10,531.53 | \$1,949.84 | |
| Pacific | Australia | 12 January 2015 | \$7,156.54 | \$1,528.64 | |
| Pacific | Australia | 14 January 2015 | \$17,534.79 | \$3,141.59 | |
| Pacific | Australia | 15 January 2015 | \$7,652.36 | \$1,312.71 | |
| Pacific | Australia | 16 January 2015 | \$21,088.06 | \$3,902.79 | |
| Pacific | Australia | 17 January 2015 | \$10,353.25 | \$1,609.84 | |
| Pacific | Australia | 18 January 2015 | \$4,976.47 | \$1,018.71 | 2 ▲ |
| Pacific | Australia | 19 January 2015 | \$3,578.27 | \$764.32 | |
| Pacific | Australia | 20 January 2015 | \$10,734.81 | \$2,292.96 | |
| Total | | | \$2,49,14,586.82 | \$42,64,514.90 | 960 |

Sum of Revenue by Year



High Ticket Orders by Occupation



CUSTOMER ANALYSIS

Sales Overview

Product Analysis

RFM Analysis

Segment Based Analysis

Year

2015

2016

2017

Total Customers

18K



Customer Lifetime Value(CLV)

29.42bn



Customer Acquisition Rate

0.72

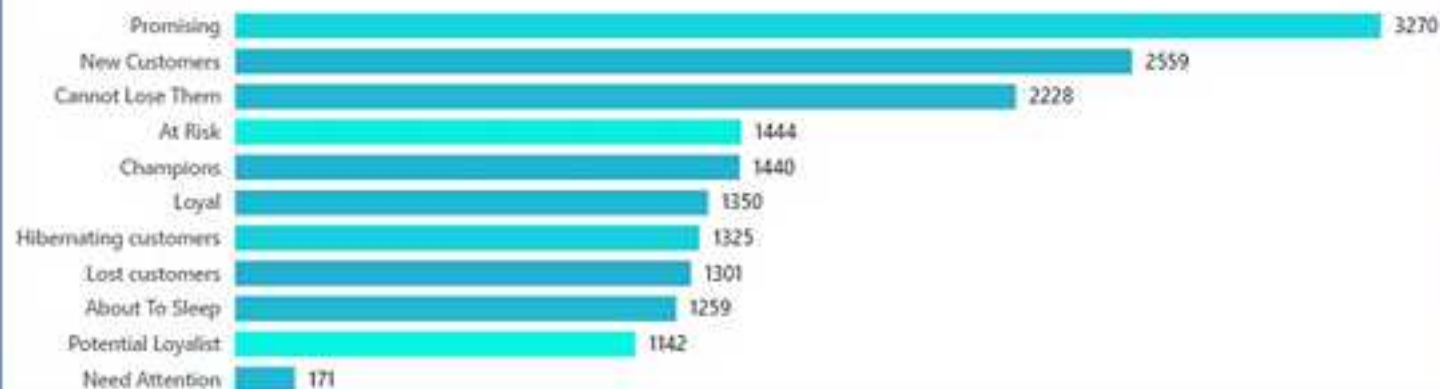


Customer Retention Rate

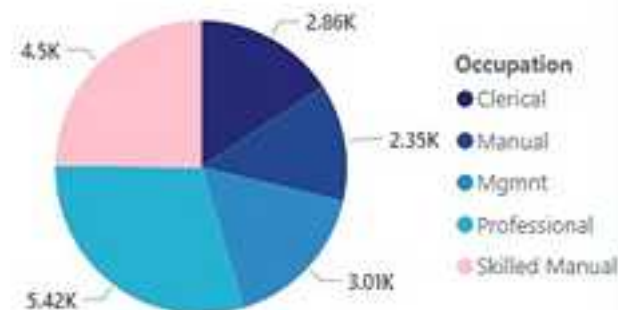
25.00



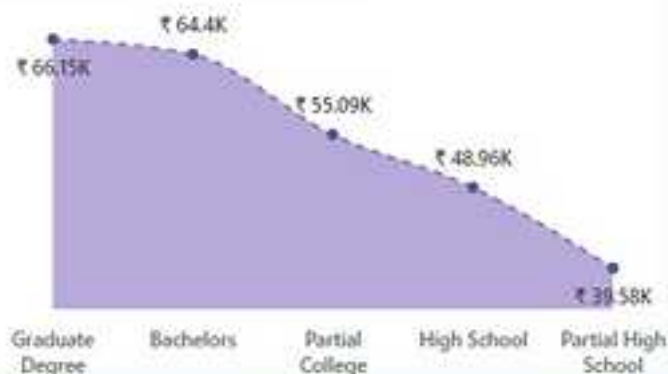
Details by Segment



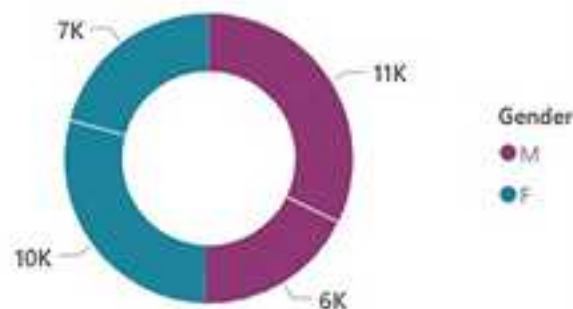
Occupation by Gender



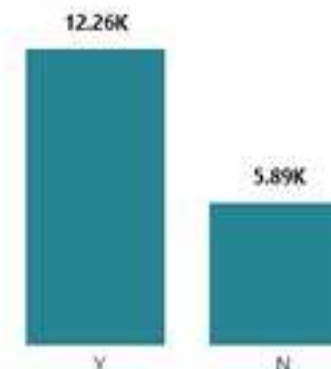
Avg Annual Income by Education Level



Total Children by Gender



HomeOwner by Marital Status



Segments

Cusmoters

RFM ANALYSIS

Year

All

All

Customer Analysis

Segment Based Analysis

2015

2016

2017

Recency(R)

Frequency(F)

Monetary(M)

1

2

3

4

5

1

4

5

1

2

3

4

5

| RFM | Segments | FullName | Last Order Date | Recency (Days) | R Score | Recency | F Score | Frequency | Sales | M Score | Monetary |
|-----|----------------|--------------------|-----------------|----------------|---------|--------------|---------|----------------------|--------|---------|----------------|
| 213 | About To Sleep | MR. AARON ZHANG | 21-10-2016 | 2759 | 2 | Relative Old | | 1 Very Low Frequency | 7.98 | 3 | Average Amount |
| 213 | About To Sleep | MR. AARON ZHANG | 21-10-2016 | 2759 | 2 | Relative Old | | 1 Very Low Frequency | 33.64 | 3 | Average Amount |
| 213 | About To Sleep | MR. AARON ZHANG | 21-10-2016 | 2759 | 2 | Relative Old | | 1 Very Low Frequency | 42.98 | 3 | Average Amount |
| 213 | About To Sleep | MR. AARON ZHANG | 21-10-2016 | 2759 | 2 | Relative Old | | 1 Very Low Frequency | 539.99 | 3 | Average Amount |
| 213 | About To Sleep | MR. ADAM PATTERSON | 04-12-2016 | 2715 | 2 | Relative Old | | 1 Very Low Frequency | 4.58 | 3 | Average Amount |
| 213 | About To Sleep | MR. ADAM PATTERSON | 04-12-2016 | 2715 | 2 | Relative Old | | 1 Very Low Frequency | 4.99 | 3 | Average Amount |
| 213 | About To Sleep | MR. ADAM PATTERSON | 04-12-2016 | 2715 | 2 | Relative Old | | 1 Very Low Frequency | 49.98 | 3 | Average Amount |
| 213 | About To Sleep | MR. ADAM PATTERSON | 04-12-2016 | 2715 | 2 | Relative Old | | 1 Very Low Frequency | 564.99 | 3 | Average Amount |
| 213 | About To Sleep | MR. AIDAN GRIFFIN | 27-11-2016 | 2722 | 2 | Relative Old | | 1 Very Low Frequency | 29.99 | 3 | Average Amount |
| 213 | About To Sleep | MR. AIDAN SIMMONS | 24-11-2016 | 2725 | 2 | Relative Old | | 1 Very Low Frequency | 4.58 | 3 | Average Amount |
| 213 | About To Sleep | MR. AIDAN SIMMONS | 24-11-2016 | 2725 | 2 | Relative Old | | 1 Very Low Frequency | 9.98 | 3 | Average Amount |
| 213 | About To Sleep | MR. AIDAN SIMMONS | 24-11-2016 | 2725 | 2 | Relative Old | | 1 Very Low Frequency | 59.98 | 3 | Average Amount |
| 213 | About To Sleep | MR. AIDAN SIMMONS | 24-11-2016 | 2725 | 2 | Relative Old | | 1 Very Low Frequency | 120.00 | 3 | Average Amount |
| 213 | About To Sleep | MR. ALAN LIANG | 09-12-2016 | 2710 | 2 | Relative Old | | 1 Very Low Frequency | 23.55 | 3 | Average Amount |
| 213 | About To Sleep | MR. ALAN LIANG | 09-12-2016 | 2710 | 2 | Relative Old | | 1 Very Low Frequency | 33.64 | 3 | Average Amount |
| 213 | About To Sleep | MR. ALAN LIANG | 09-12-2016 | 2710 | 2 | Relative Old | | 1 Very Low Frequency | 742.35 | 3 | Average Amount |
| 213 | About To Sleep | MR. ALAN ZHOU | 30-12-2016 | 2689 | 2 | Relative Old | | 1 Very Low Frequency | 53.99 | 3 | Average Amount |
| 213 | About To Sleep | MR. ALAN ZHOU | 30-12-2016 | 2689 | 2 | Relative Old | | 1 Very Low Frequency | 65.94 | 3 | Average Amount |
| 213 | About To Sleep | MR. ALBERT MARTIN | 14-11-2016 | 2735 | 2 | Relative Old | | 1 Very Low Frequency | 17.98 | 3 | Average Amount |
| 213 | About To Sleep | MR. ALBERT MARTIN | 14-11-2016 | 2735 | 2 | Relative Old | | 1 Very Low Frequency | 539.99 | 3 | Average Amount |
| 213 | About To Sleep | MR. ALEJANDRO XU | 11-12-2016 | 2708 | 2 | Relative Old | | 1 Very Low Frequency | 33.64 | 3 | Average Amount |
| 213 | About To Sleep | MR. ALEJANDRO XU | 11-12-2016 | 2708 | 2 | Relative Old | | 1 Very Low Frequency | 48.07 | 3 | Average Amount |
| 213 | About To Sleep | MR. ALEJANDRO XU | 11-12-2016 | 2708 | 2 | Relative Old | | 1 Very Low Frequency | 65.94 | 3 | Average Amount |



SEGMENT BASED ANALYSIS

Year 2015 2016 2017

Months 1 2 3 4 5 6 7 8 9 10 11 12

RM - Analysis

| M | 1 | 2 | 3 | 4 | 5 |
|---|-----|-----|------|------|------|
| 3 | 10 | 18 | 24 | 116 | 160 |
| 4 | 138 | 296 | 477 | 876 | 1140 |
| 5 | 432 | 702 | 1011 | 1140 | 1225 |

FM - Analysis

| M | 1 | 4 | 5 |
|---|-----|------|------|
| 3 | | 258 | 6 |
| 4 | 80 | 2724 | 764 |
| 5 | 790 | 6140 | 1320 |

RF - Analysis

| F | 1 | 2 | 3 | 4 | 5 |
|---|------|------|------|------|------|
| 1 | 178 | | | | |
| 4 | 1552 | 1852 | 1492 | 1580 | 1504 |
| 5 | 70 | 225 | 655 | 690 | 645 |

Customer Analysis

Product Analysis

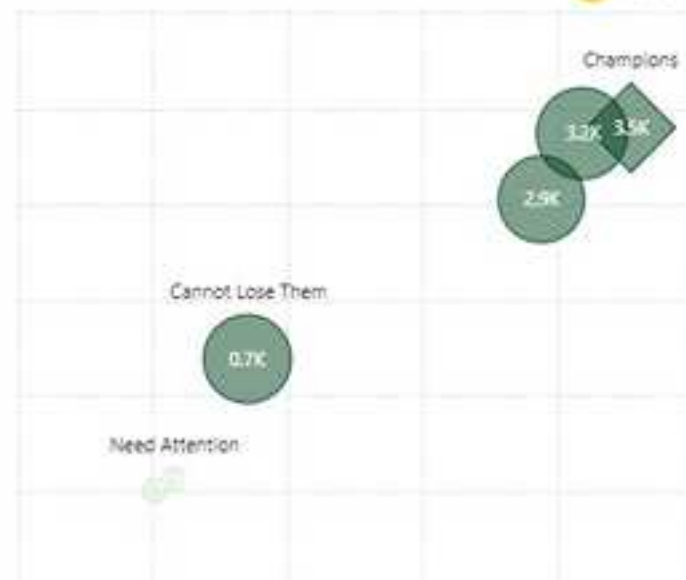
Key Influencers

Decomposition

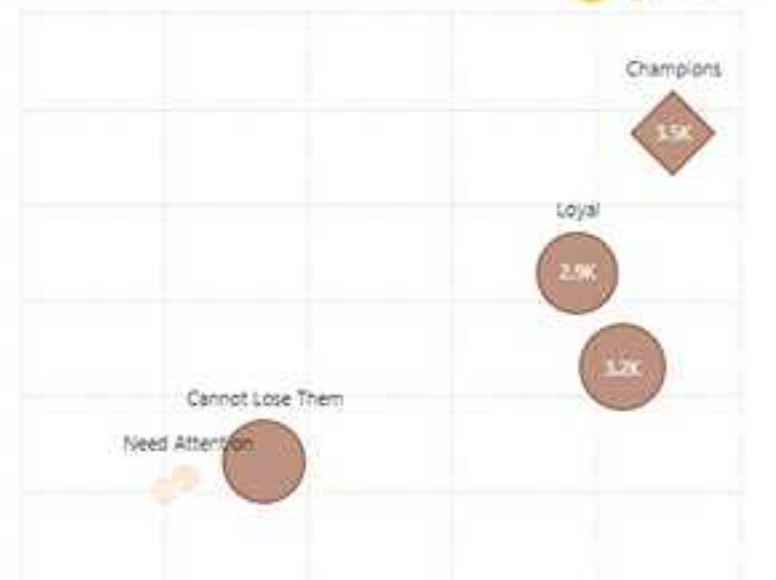
R and M Score by each segment



R and M Score by each segment



R and F Score by each segment





Product Overview

Sales Overview

Customer Analysis

Decomposition

Key Influencers

Q & A

Year

2015

2016

2017

Total Sales per Product

\$24.91M



Average Sales per Product

\$444.54



Total Quantity Sold per Product

84K



Return Rate per Product

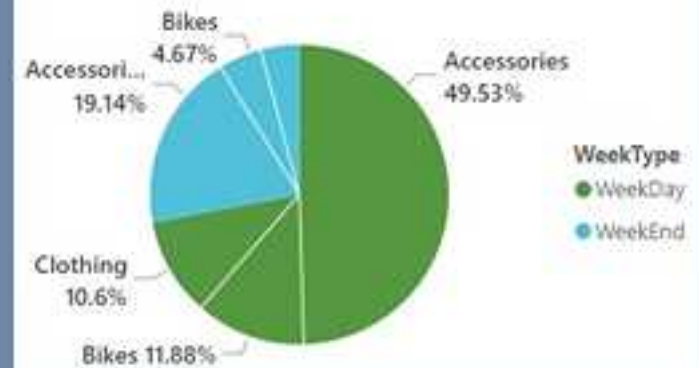
3.07%



Top 10 Selling Products



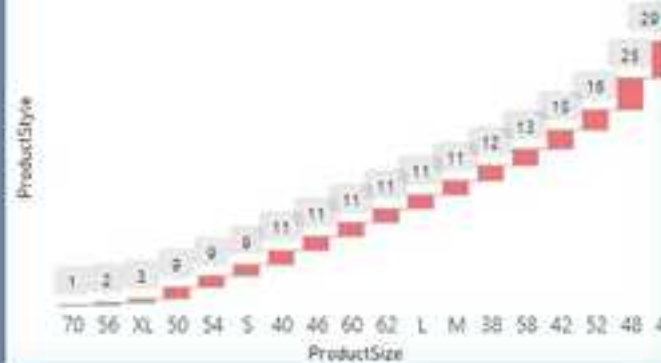
Total Orders by Category



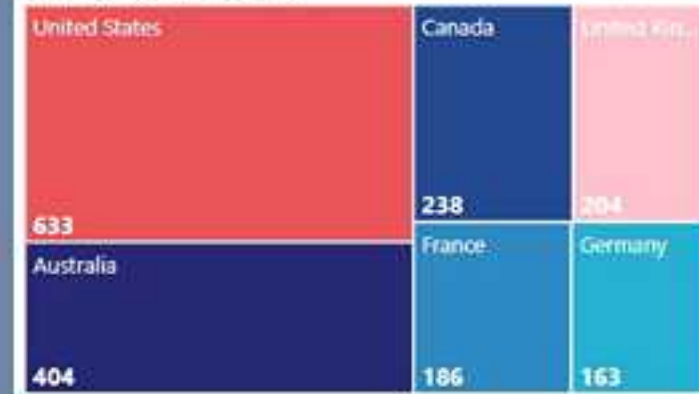
Product Count by Product Color



Highest Orders by Product Size



Return Orders by Country



DECOMPOSITION

Sales Overview

Customer Analysis

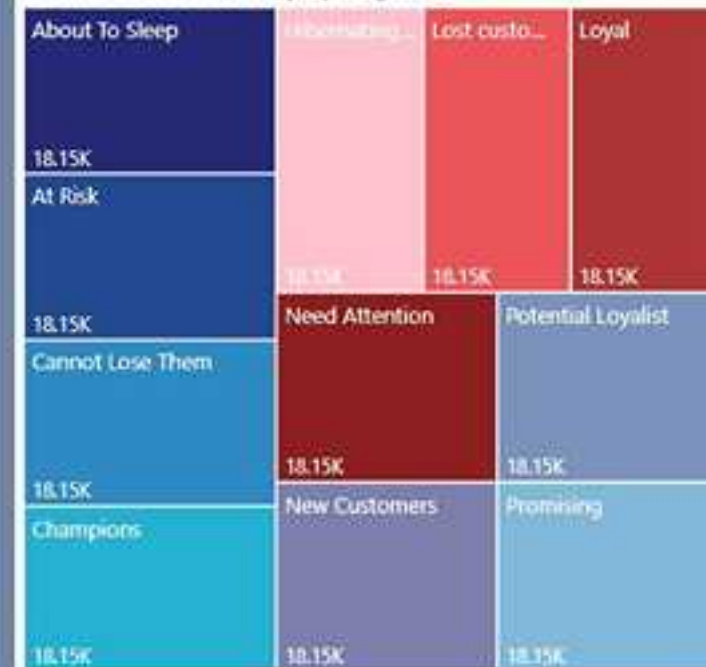
Product Analysis

Key Influencers

Q & A



Count of CustomerKey by Segment



Average of ProductPrice by Profit Margin





KEY INFLUENCERS

[Sales Overview](#)[Customer Analysis](#)[Product Analysis](#)[Decomposition](#)[Q & A](#)

Key influencers Top segments

What influences TotalProfit to ?

When...

TotalSales goes up
181202.87

Total Quantity Sold per
Product goes down 394.92

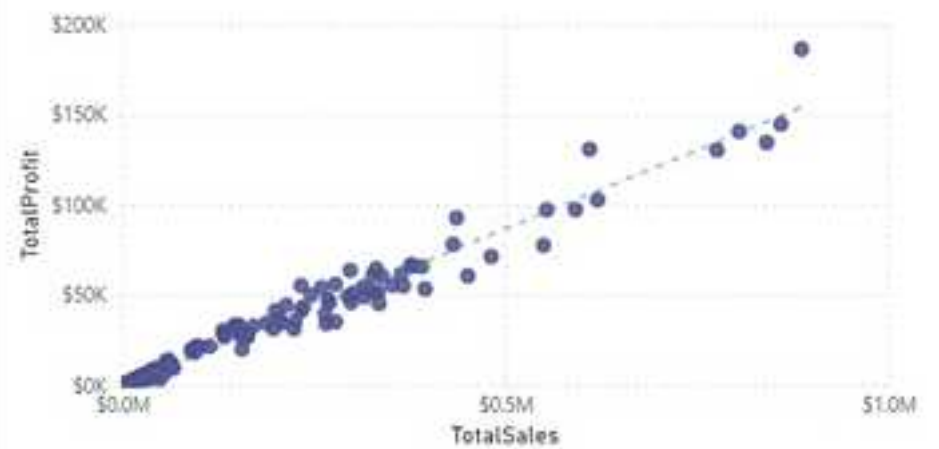
\$818.3

...the average of TotalProfit
increases by

\$32.00K

Sort by: [Impact](#) Count

← On average when TotalSales increases, TotalProfit also increases



Month Wise Return by Months



Q & A

Decomposition

Key Influencers

Sales Overview

Customer Analysis

Product Analysis



Ask a question about your data



Try one of these to get started

top product styles by
total sales

top product sizes by
total revenue

top monetories by
average order value

top product colors by
average order value

top education levels
by average order
value

top product sizes by
total sales per product

top ProductName
(clusters) by average
revenue per customer

maximum revenue

total revenue by
product

count products over
time

Show fewer suggestions