

CHRISTMAS MARKET ANALYSIS



Sales & Revenue

Customer Analysis

Product Analysis

Shipping & Delivery

Summary

TOTAL REVENUE

1.65M

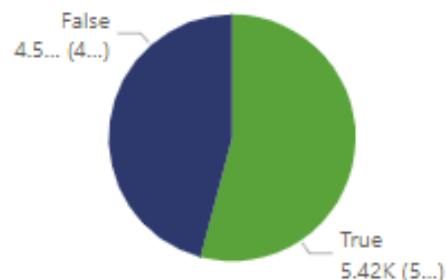
TOTAL SALES

30K

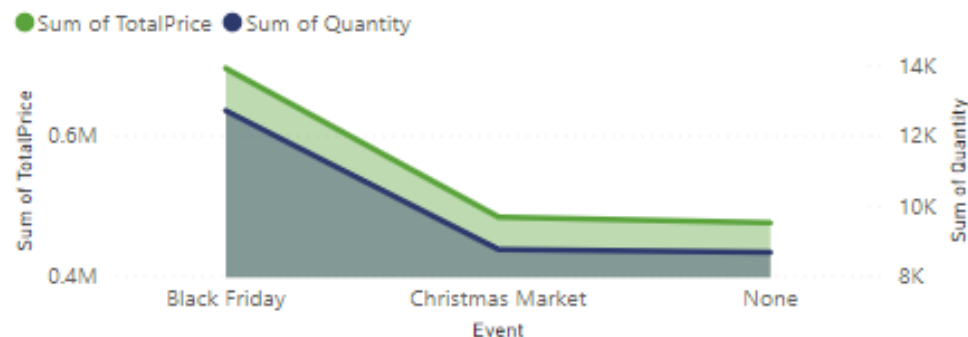
AVG UNIT PRICE

54.96

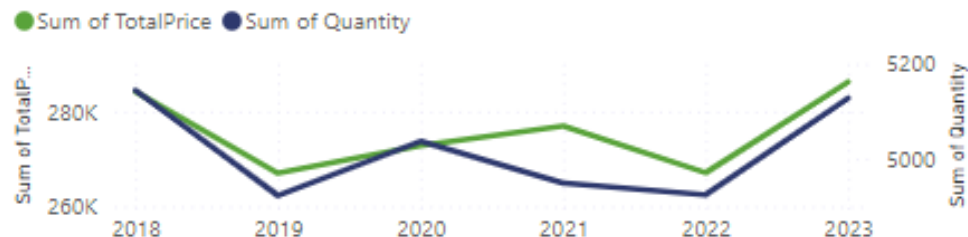
Online VS Offline Orders



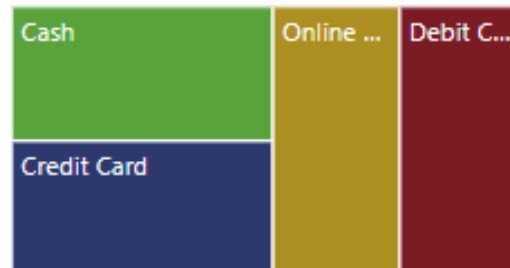
Sum of TotalPrice and Sum of Quantity by Event



Sum of TotalPrice and Sum of Quantity by Year



Sum of TotalPrice by PaymentType



YEAR

2018

2021

2019

2022

2020

2023

QUARTER

Qtr 1

Qtr 3

Qtr 2

Qtr 4

MONTHS

January

February

March

CHRISTMAS MARKET ANALYSIS



Sales & Revenue

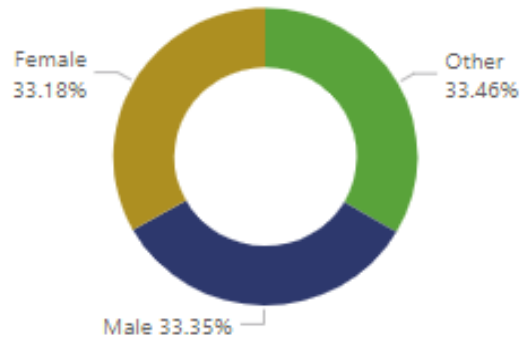
Customer Analysis

Product Analysis

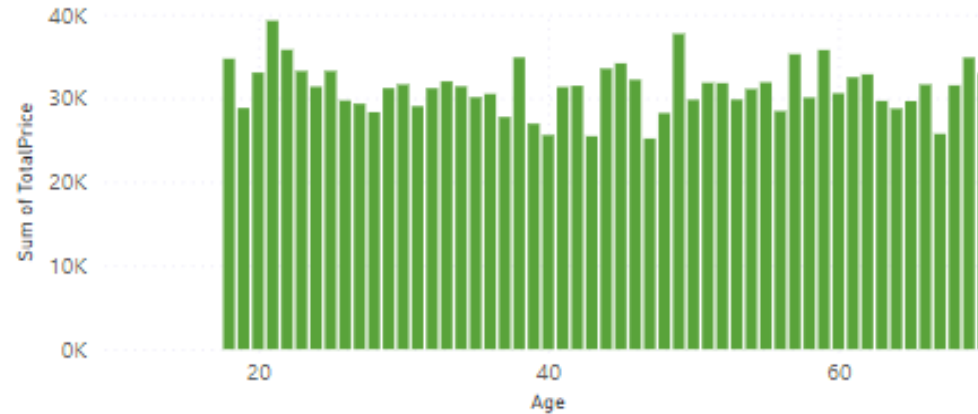
Shipping & Delivery

Summary

Sum of TotalPrice by Gender



Total Revenue as per Age Group



YEAR

2018	2021
2019	2022
2020	2023

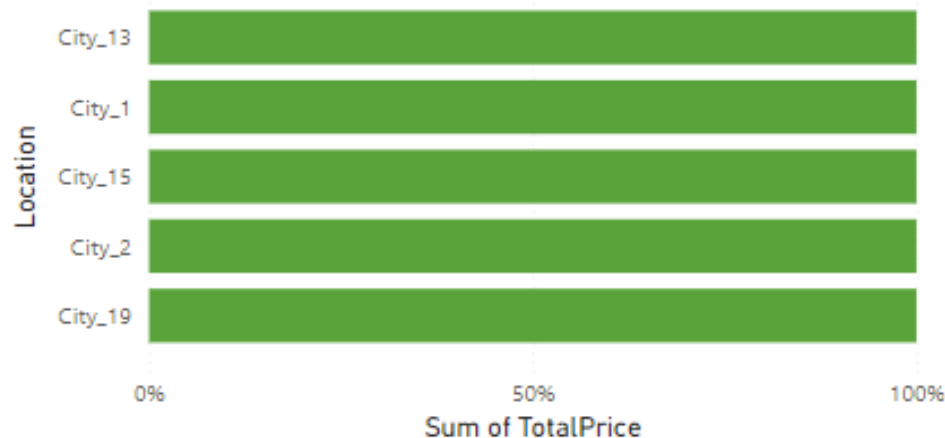
QUARTER

Qtr 1	Qtr 3
Qtr 2	Qtr 4

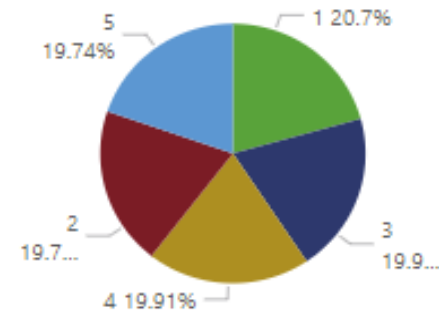
MONTHS

January
February
March

Top Five Cities as per Revenue



Customer Rating per Transactions



CHRISTMAS MARKET ANALYSIS



Sales & Revenue

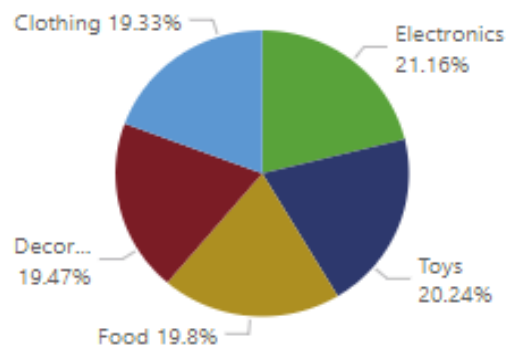
Customer Analysis

Product Analysis

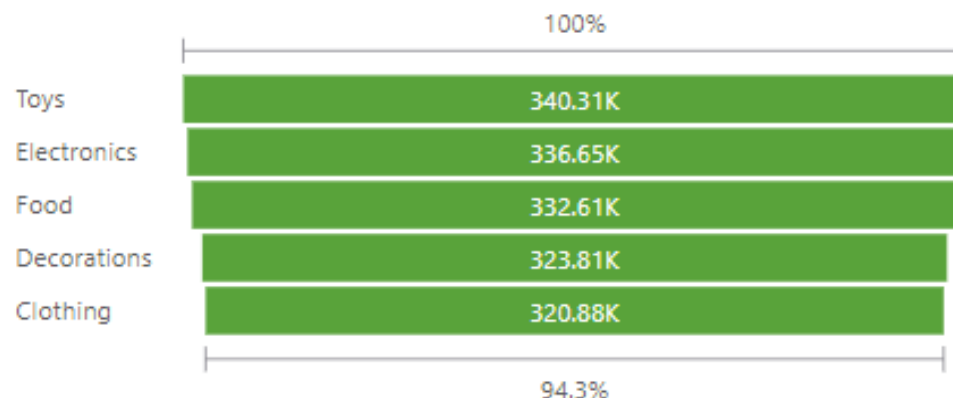
Shipping & Delivery

Summary

Discount given by Category



Top 5 Category as per Revenue



YEAR

2018	2021
2019	2022
2020	2023

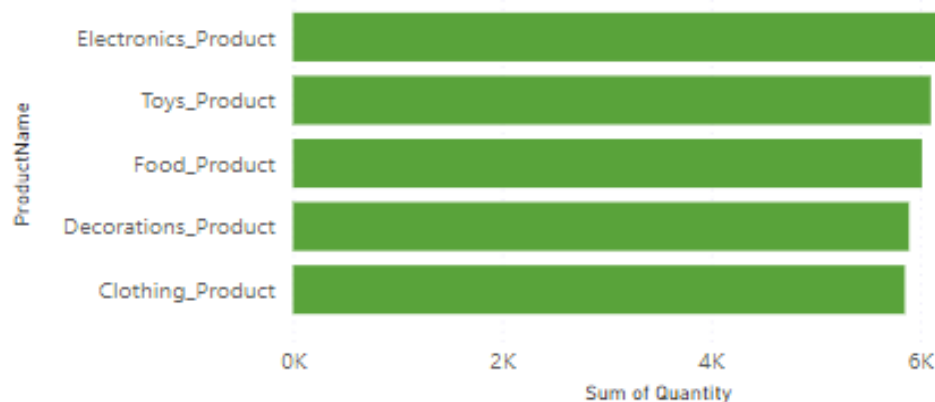
QUARTER

Qtr 1	Qtr 3
Qtr 2	Qtr 4

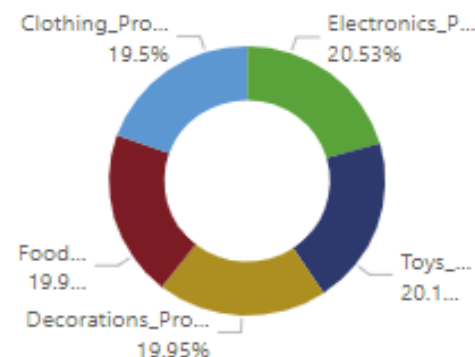
MONTHS

January
February
March

Top 5 Most Ordered Products



Top 5 most Returned Products



CHRISTMAS MARKET ANALYSIS



Sales & Revenue

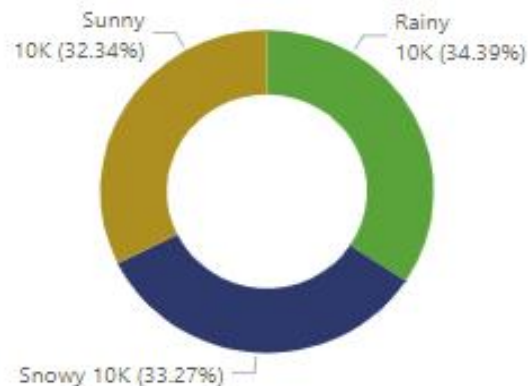
Customer Analysis

Product Analysis

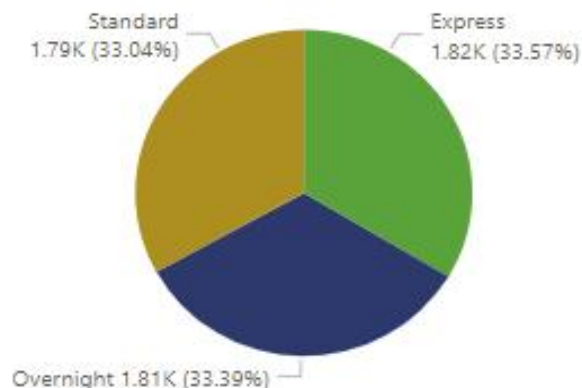
Shipping & Delivery

Summary

Total Sales as per Weather Conditions



Shipping Method Used



Average Time taken for Delivery



YEAR

2018

2021

2019

2022

2020

2023

QUARTER

Qtr 1

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Sales & Revenue

Total Revenue: \$1.65 million from **30,000 sales**.

Average Unit Price: \$54.96.

Order Split:

54.18% online (5418 orders), 45.82% offline (4582 orders).

Event-Specific Sales:

- **Black Friday:** \$695,454.49 (12,702 sales).
- **Christmas:** \$483,573.51 (8,746 sales).
- **Normal Days:** \$475,232.15 (8,658 sales).

Customer Analysis

Gender-Wise Revenue:

- Males: 33.35%, Others: 33.46%, Females: 33.18%.

Top Revenue Cities:

City_13, City_1, City_15, City_2, City_19.

Customer Ratings:

- 1-star: 20.7%, 5-star: 19.74%.

Revenue Contribution by Age:

Age groups 20–70.

Product Analysis

Top 5 Categories:

Toys, Electronics, Food, Decorations, Clothing.

Top Ordered Products:

Electronics, Toys, Food, Decorations, Clothing.

Top Returned Products:

Electronics, Toys, Decorations, Food, Clothing.

Top Discounted Products:

Electronics, Toys, Food, Decorations, Clothing.

Shipping & Delivery

Sales by Weather:

- Rainy (34.39%), Snowy (33.27%), Sunny (32.34%).

Shipping Methods:

- Express (33.57%), Overnight (33.39%), Standard (32.34%).

Delivery Time:

Average of 3 days.