Product Range Analysis

General conclusions

- NOVEMBER 19 WAS THE BEST MONTH IN TERMS OF SALES.
- THE BEST HOURS IN TERMS OF SALES ARE FROM 11 AM TO 4 PM.
- THE NUMBER OF UNIQUE CUSTOMERS GROWS EACH MONTH. THE BEST MONTH IS NOVEMBER. AFTER NOVEMBER 19, THERE IS A SIGNIFICANT DROP IN UNIQUE USERS.
- THE NUMBER OF REPEAT CUSTOMERS AND ALL CUSTOMERS HAS THE SAME UP AND DOWN, AND THEY ARE MUCH DEPENDENT ON EACH OTHER.
- THE STORE REVENUE IS DEEPLY DEPENDENT ON REPEAT CUSTOMERS. ALMOST EVERY MONTH, THE TOTAL REVENUE CAME FROM MORE THAN 50% OF REPEATED CUSTOMERS.
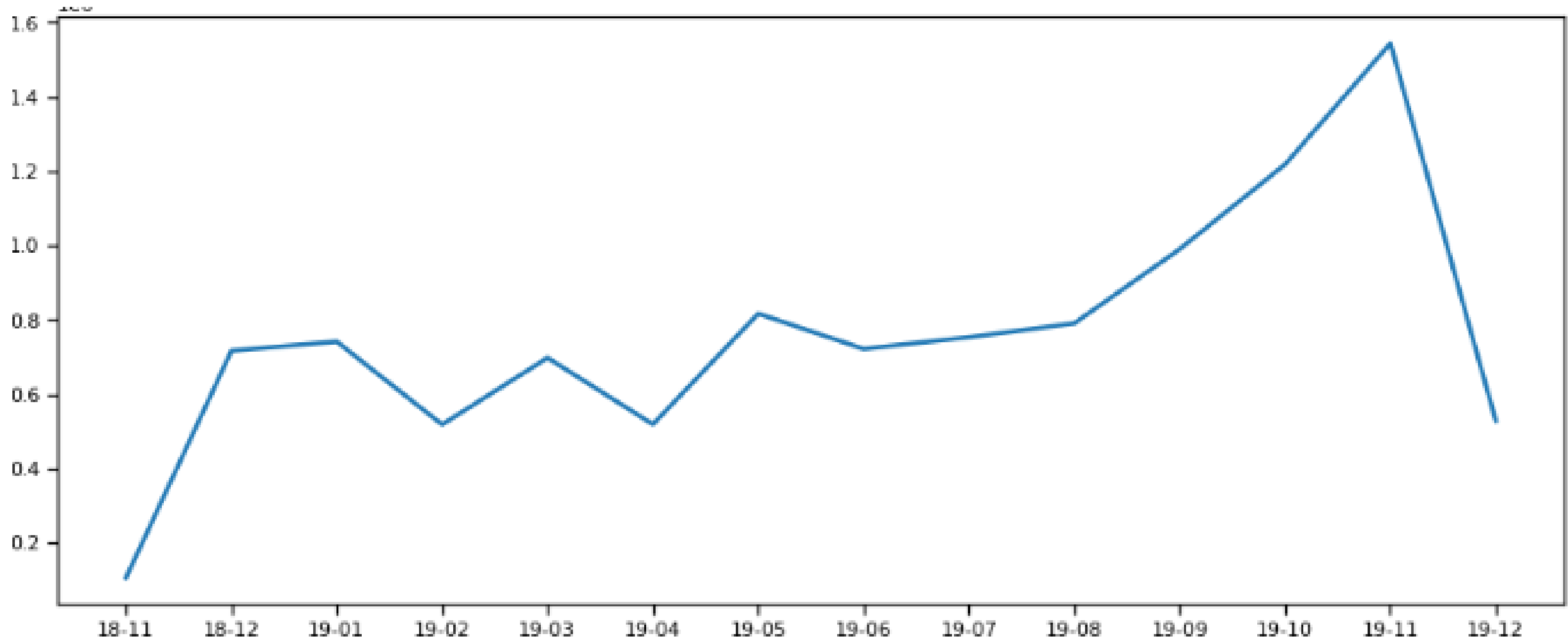
General conclusions

- **MOST ITEMS IN THE TOP 5 REACH THEIR PEAK IN NOVEMBER. THIS CAN BE EXPLAINED DUE TO SPECIAL PRICES AND INCREASED CUSTOMER CONSUMPTION AROUND CHRISTMAS AND THE END OF THE YEAR.**
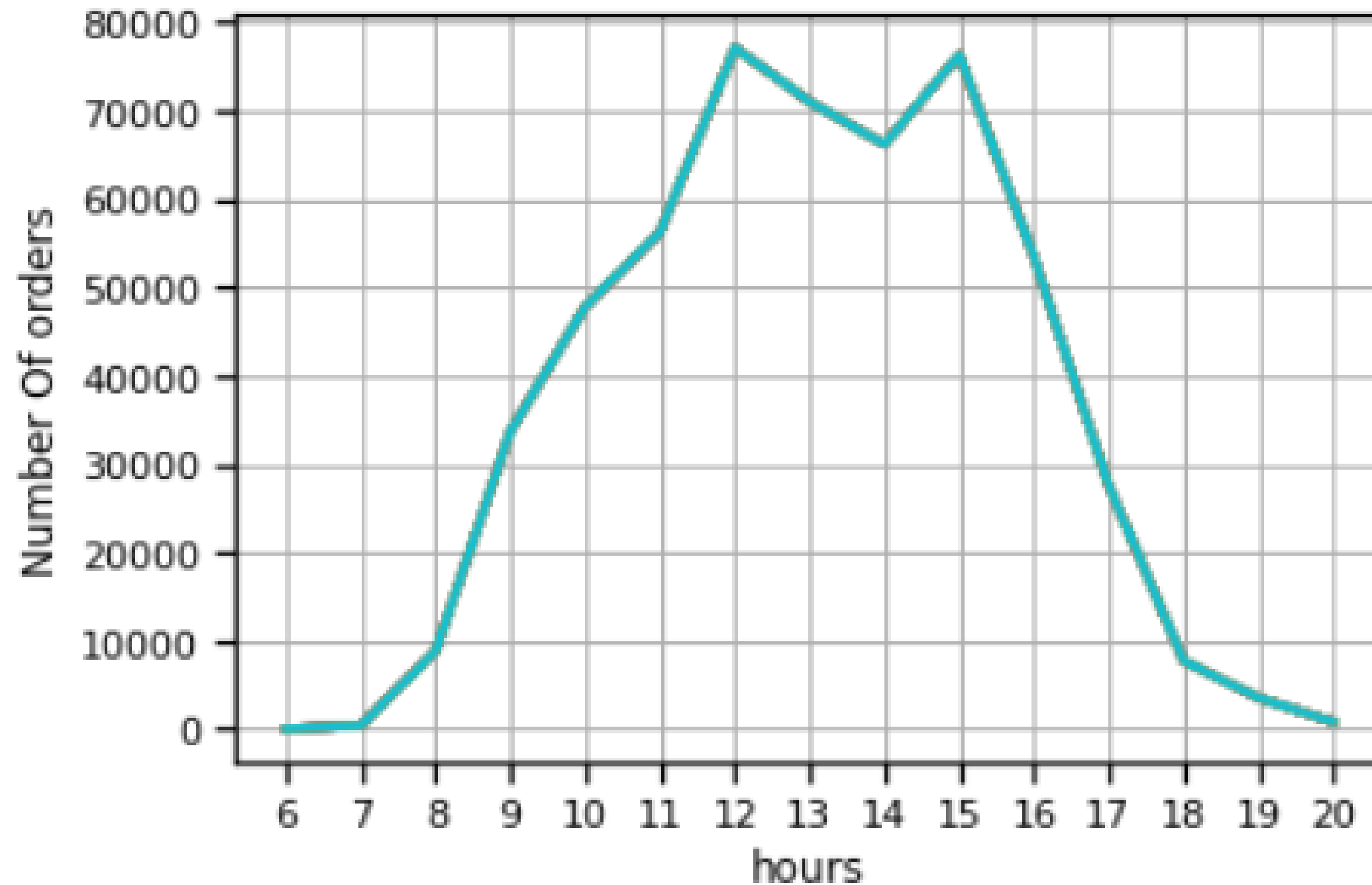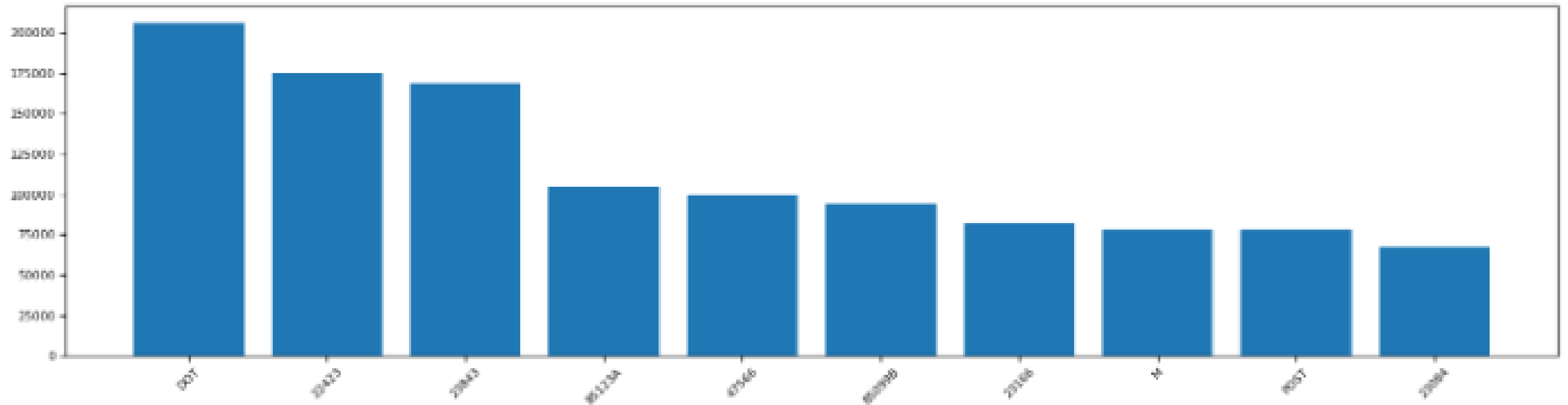
what is the overall sales trend?

WE CAN SEE A SLIGHT LIFT IN THE BEGINNING FROM NOV 2018 TO JAN 2019. AND WE SEE A SIGNIFICANT LIFT UNTIL WE REACH CHRISTMAS TIME AND THEN A BIG DIVE DOWN.

What time should we display advertisements to maximize the likelihood of customers buying a Product?
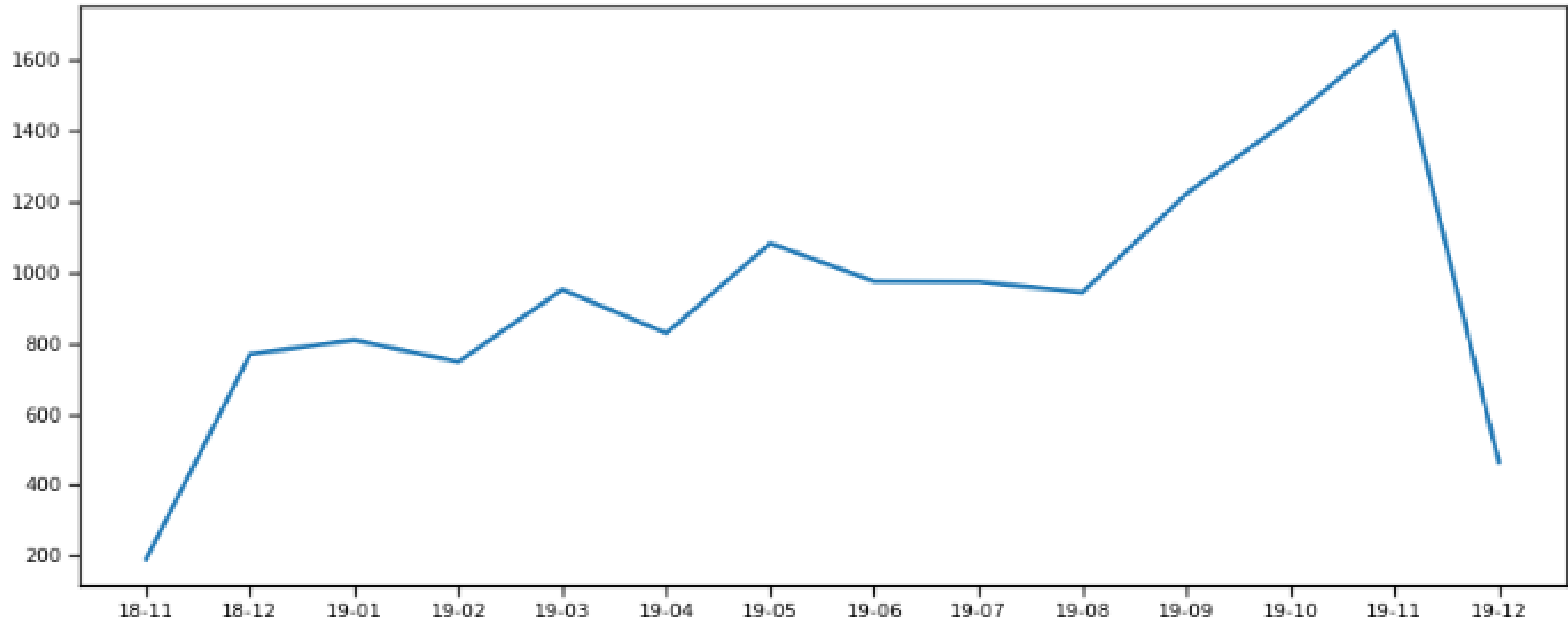

- **LOOK LIKE THE BEST HOURS ARE FROM 11 AM TO 4 PM.**
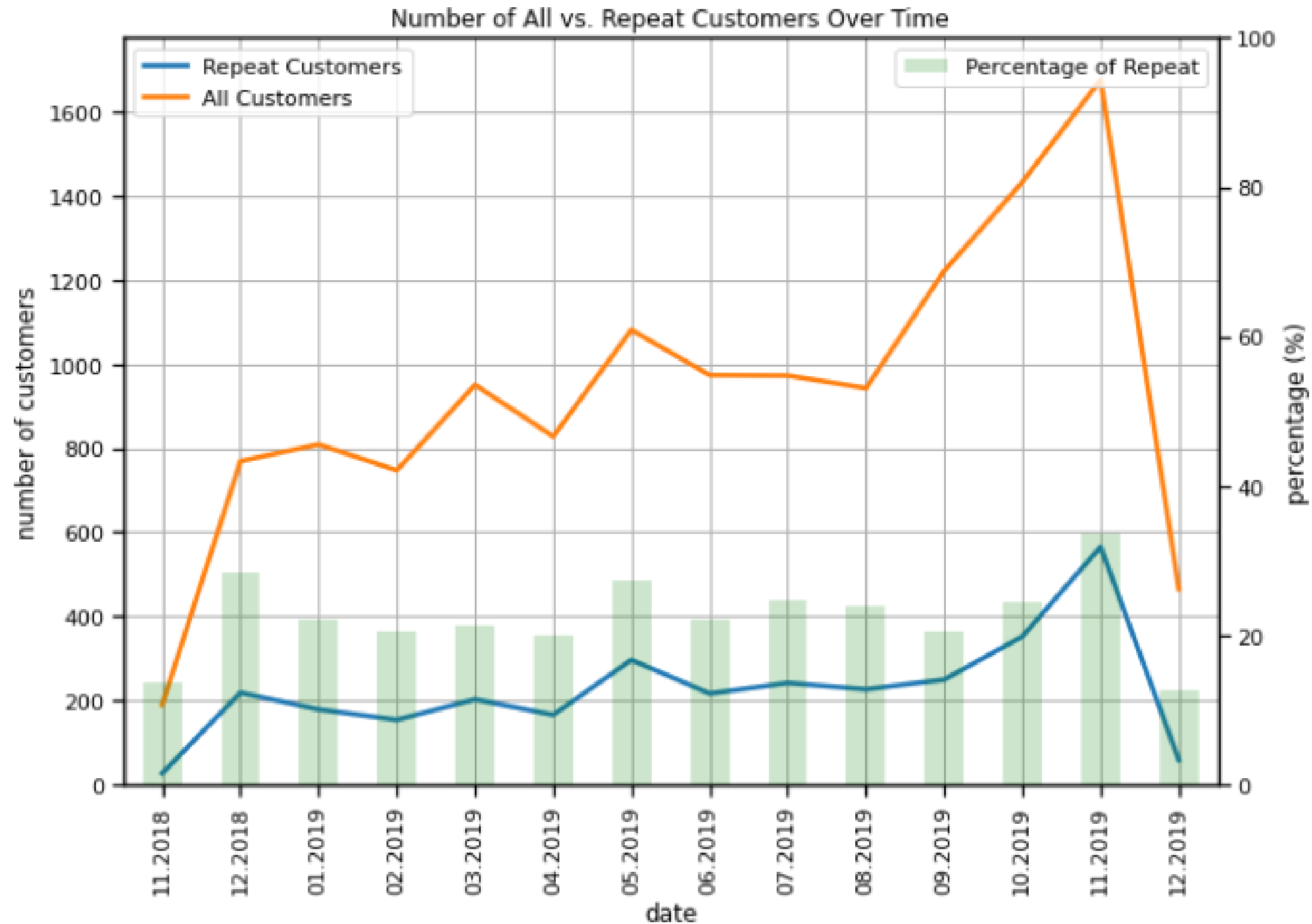
What are the top 10 products by sales?

- **"DOT" IS THE BEST STOCK_CODE ITEM.**

# What are the top 10 products by sales?

- **THE NUMBER OF UNIQUE CUSTOMERS GROWS EACH MONTH.**
- **THE BEST MONTH IS NOVEMBER. AFTER NOVEMBER 19, THERE IS A SIGNIFICANT DROP IN UNIQUE USERS.**

Repeat Customers Over Time

Number of All vs. Repeat Customers Over Time

- **OVERALL, WE CAN SEE THAT THE NUMBER OF REPEAT CUSTOMERS AND ALL CUSTOMERS HAS THE SAME UP AND DOWN, AND THEY ARE MUCH DEPENDENT ON EACH OTHER.**

Repeat Customers Revenue over Time

Total Revenue vs. Revenue from Repeat Customers
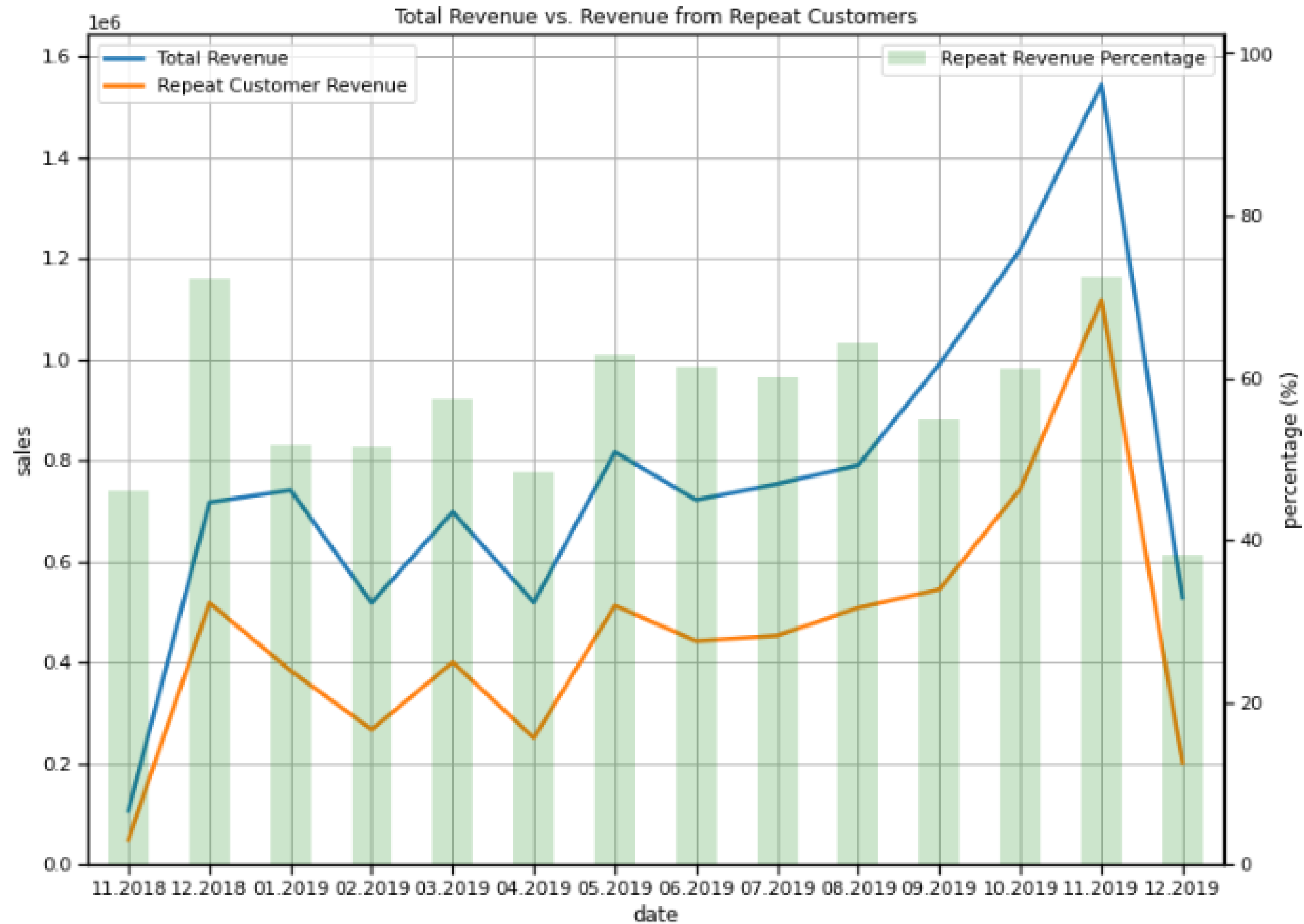
- **HERE WE CAN SEE THAT THE STORE REVENUE IS DEEPLY DEPENDENT ON REPEAT CUSTOMERS. ALMOST EVERY MONTH, THE TOTAL REVENUE CAME FROM MORE THAN 50% OF REPEATED CUSTOMERS.**

top 5 items Over Time

Item Trends over Time
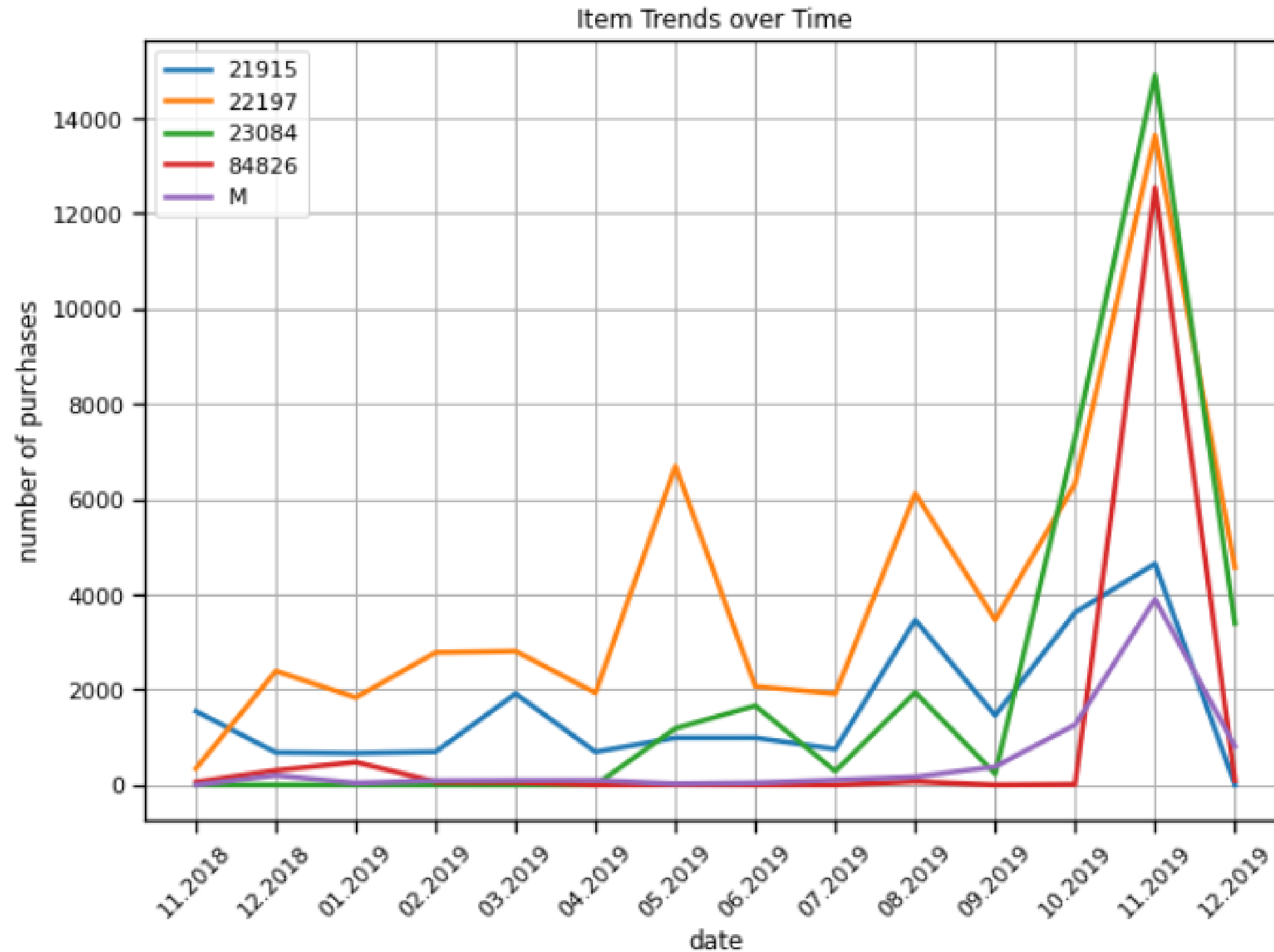
- **HERE WE CAN SEE THAT MOST PRODUCTS REACH THEIR PEAK IN NOVEMBER. THIS CAN BE EXPLAINED DUE TO SPECIAL PRICES AND INCREASED CUSTOMER CONSUMPTION AROUND CHRISTMAS AND THE END OF THE YEAR.**

Product segmentation after RFM Analysis.
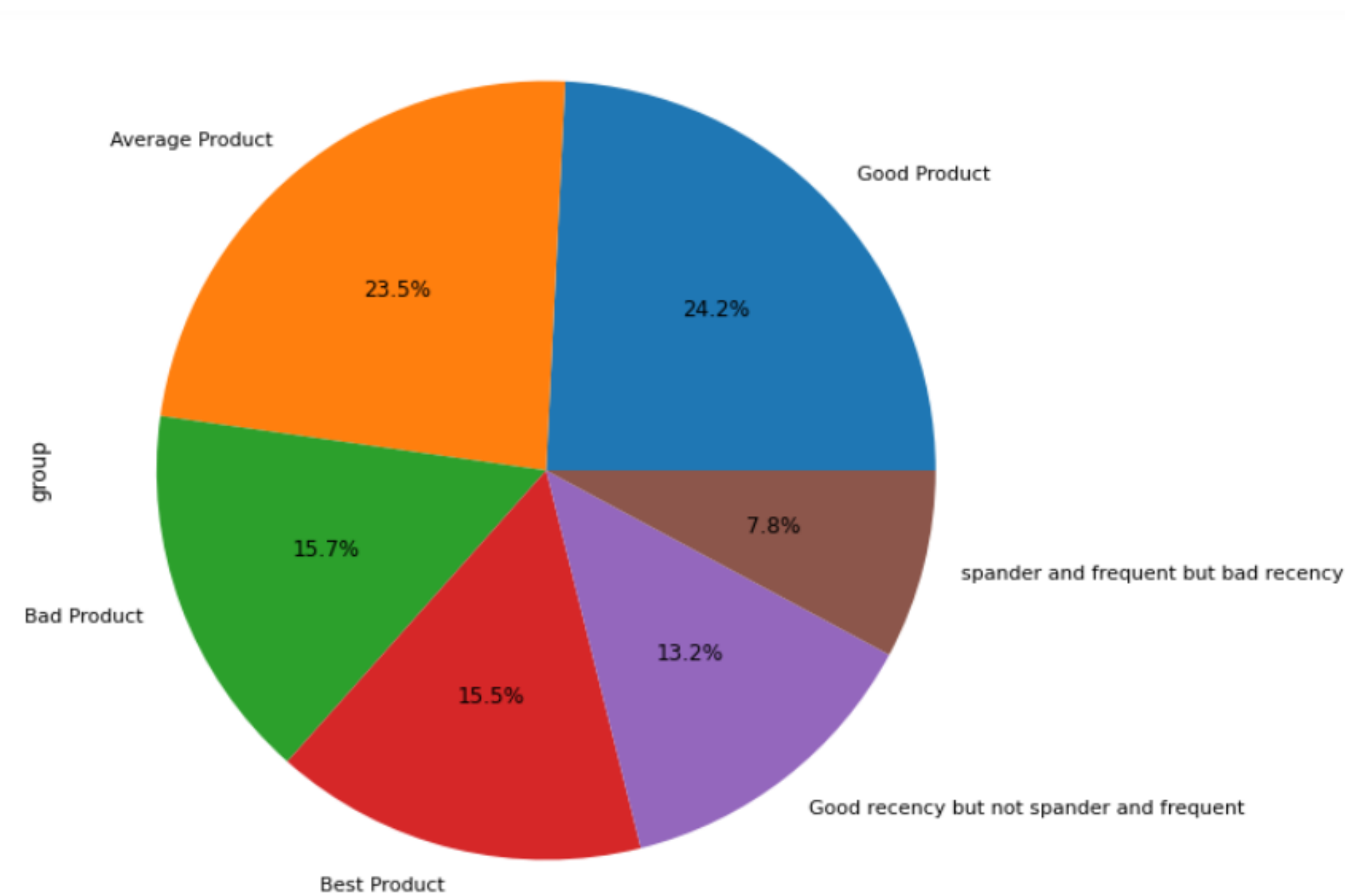
1) **best Products:** Products that are bought often and customers spend a lot of money on them. They also have low recency, which means they are hot in the market right now. We should advertise those Products more, move them to the head of their categories or maybe create a new category on our website for "trending" or move those products to the best seller category.

2) **Average products** have an average recency frequency and monetary value.

3) **spender and frequent but bad recency:** products with good monetary value bought frequently. However, the Product has bad recency, which means we need to test if the customer still wants to buy them because they have potential.

4) **Good recency but not spender and frequent:** products that are on the top of the customer's mind right now but still dont have a frequent buying history and a lot of monetary value.

5) **Good Product:** products with a lot of monetary value and frequency and low recency. We should focus on promoting those products. so they will move to the best Product segment.

6) **Bad Products:** Products with low monetary value, low frequency, and high recency. We shouldn't focus on those products. We should ask ourselves why those products are not performing well and decide if we will cut them from the website or figure out how to market them better.

What are the top 10 products by sales?
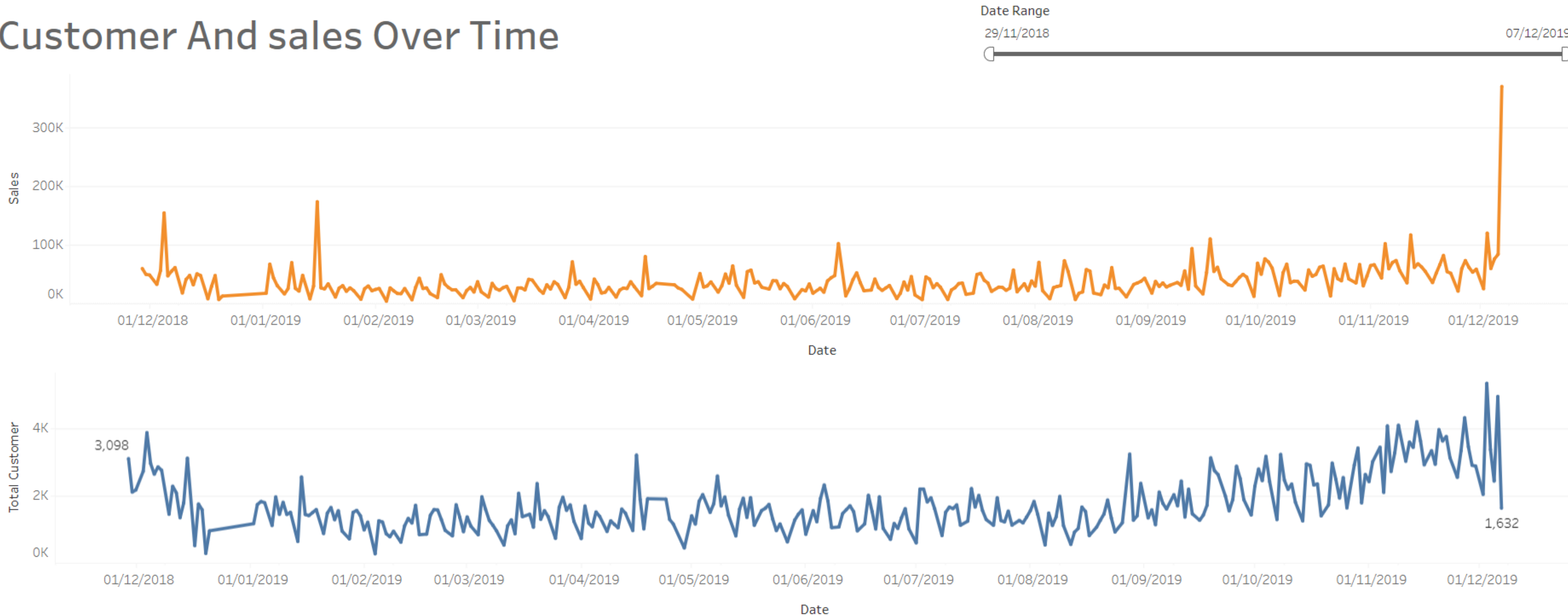
we created a dashboard that present the total customers and total sales over time.

Thank you!

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CLICK ON THE LINK BELOW

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FULL DASHBOARD