



# WISH

**BUSINESS REPORT - analysis of  
summer clothing sales performance  
2020**

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# KEY SALES PERFORMANCE 1/2

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## Sales

**52,36 milj.**

Total revenue

**6,46 milj.**

Total Units Sold

**8,46**

Average Price of sold products

**3,84**

Average Rating

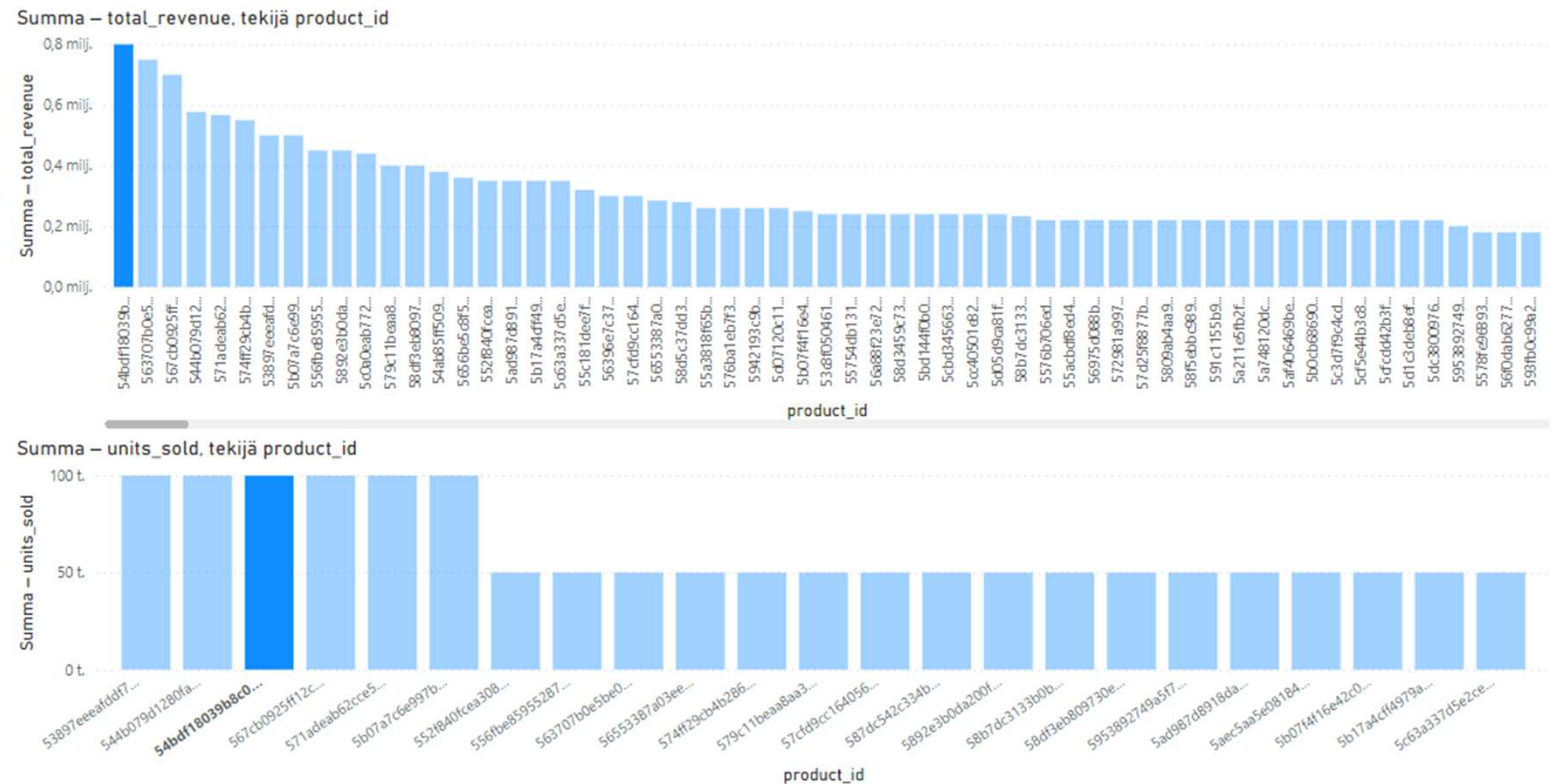
- There is a wide distribution of total revenue across various products, with some products contributing significantly more to revenue.
- The units sold per product also vary, with some products achieving much higher sales volumes than others.
- The added variable revenue is calculated by multiplying the variables units sold and price
- The retail price of the data is assumed to be the market price/standard price of the product at other retailers (i.e. not the Wish selling or buying price).

- Most of the top 10 units selling products can be found in the start of list products making revenue

- This can be explained also by the products being quite similar price with each other (not much deviation from standard deviation -> sales in receivables and number of products quite correlated)

- as an example, raised the most revenue on the third best selling product in volume

Sales by Products - Top shares of total revenue and units sold



# Products

# Analysis of products

Total\_units\_sold, tekijä tags



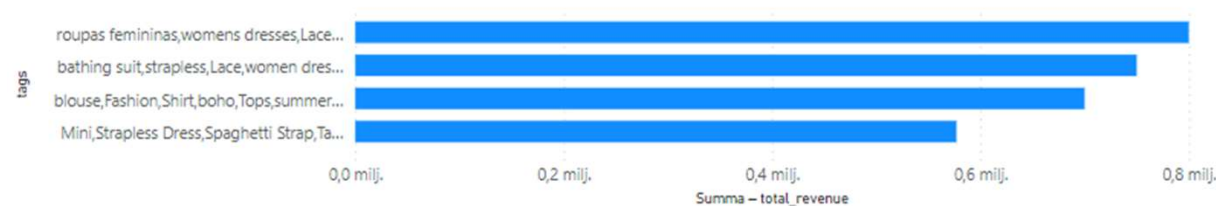
1,00

min price

49,00

max price

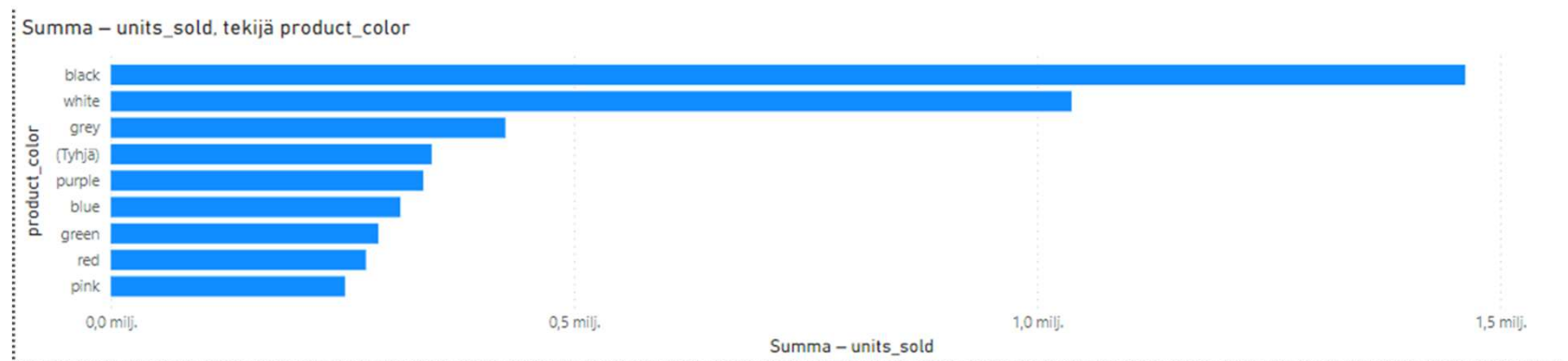
Summa – total\_revenue, tekijä tags



- This outlines an analysis of product sales, focusing on the relationship between product prices, unit sales volume and revenues, and product-related characteristics.
- The price range of products is wide, from €1 to €49. This reflects a diverse range of products, serving different customer segments based on price sensitivity.
- The bar charts compare the total number of units sold and the total revenue generated, sorted by product tags. The similarity between the two charts suggests that the products with the highest sales tend to generate the highest revenue. This is expected, but it should be noted that this is not always the case, as more expensive products can distort the income figures without being the most sold.
- The five most used tags in summer are "summer", "mini", "dresses", "t-shirts" and "lace". It can be concluded that lighter clothes and certain styles (such as lace) are favored during the summer season.

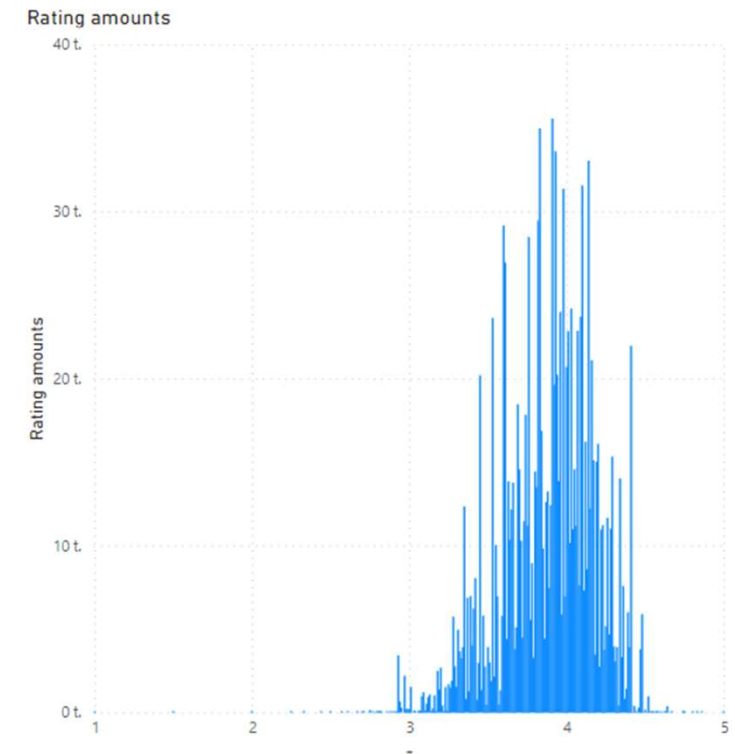
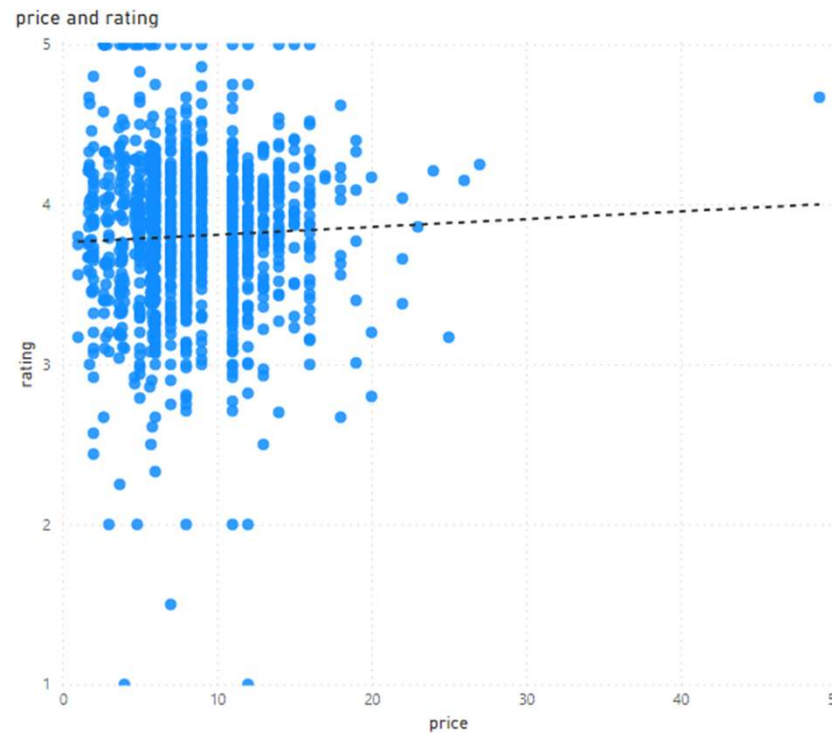
# Analysis of products

- **High sales of neutral shades:** this suggests that neutral colours (like black, white and grey) are essential in all product ranges.
- **Seasonality:** neutral colours sell well all year round, including in summer, demonstrating their importance in seasonal design.
- **Stock concentration:** stock enough neutral colours to avoid shortages caused by constant demand.
- **Marketing strategy:** market the versatility of neutral colours in campaigns that highlight their year-round appeal.
- **Design considerations:** continue to offer a range of neutral shades to meet consumer preferences for wardrobe diversity.
- **Consumer insights:** research into why neutral tones are popular can help with product development and marketing not forgetting the colourful ones.



- The scatter plot of price and grade does not show a strong correlation, suggesting that price is not the only factor determining the grade of a product.

- The rating average being 3.84 it can be said to be quite good, but still room for improvement.



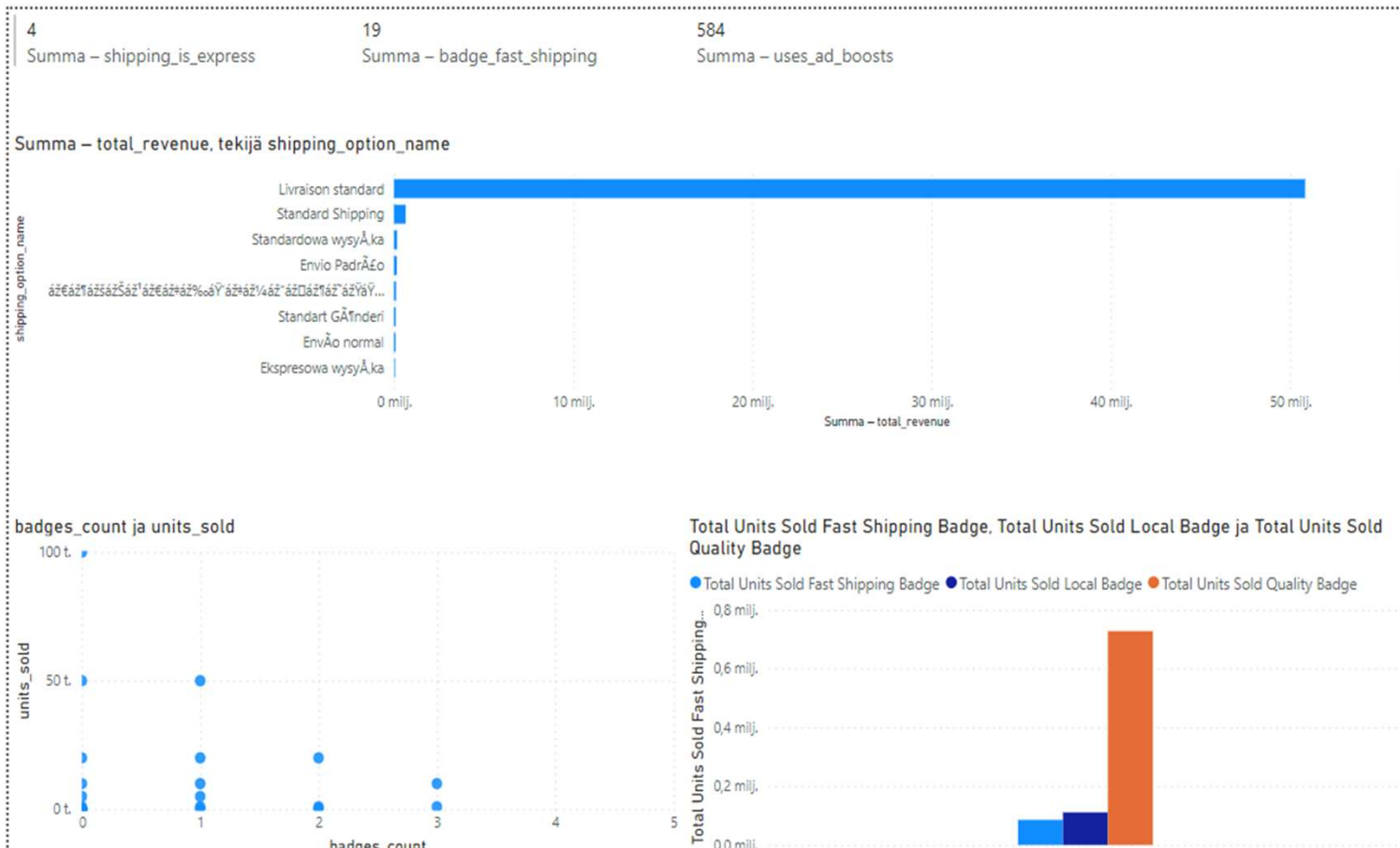
# Rating analysis



# **Market impacts of badges and ad boosts**

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# Use of badges



- Note that the amounts are relations to the dataset of 1341 rows

- Products with fast shipping badges seem to have a noticeable impact on sales.

- The most used shipping option is Livraison Standard

- There is a sharp increase in units sold for products with a quality badge, which implies that quality badges can significantly boost sales.



# Effects of ad boosts

- Ad boost brings the less selling items closer to the average selling price and units
- The ad boost is used in the data almost in half on the products
- It can be said to be useful to have ad boost in less selling products
- Revenue is also higher on average for products with ad boosts, which suggests that ad boosts are effective at increasing sales and revenue.



## Ad Boost effects

584

Summa – uses\_ad\_boosts

8,14

Average\_price\_with\_ad\_boost

4,55 t.

Ad\_boost\_units\_avg

5,03 t.

Without\_ad\_boost\_units\_avg

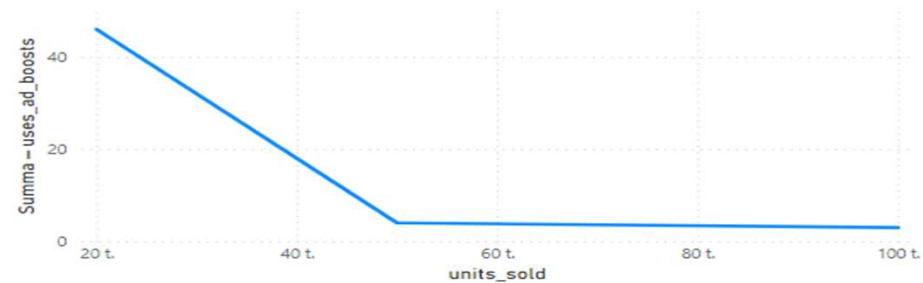
37,40 t.

Ad\_boost\_revenue\_avg

40,31 t.

Without\_ad\_boost\_revenue\_avg

Summa – uses\_ad\_boosts, tekijä units\_sold



# Implications and recommendations

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- **Badge Incentivization:** Since badges, especially the quality badge, have a significant impact on sales, consider implementing a program that incentivizes suppliers to meet the criteria for these badges.
  - **Customer Review Analysis:** With ratings having a high variance, it's important to analyze customer reviews for insights into product improvements or additional features that can be highlighted in marketing campaigns.
  - **Strategic Discounts:** For products with a high number of units sold but low revenue contribution, consider limited-time discounts to increase revenue and clear out inventory.



**Thank you!**

