



Sales Analysis

13/March/2024

We have gathered sales data from over 1000 diverse product types from Wish (a shopping website), encompassing details such as sales volume, pricing, shipping information, and merchants data. Now, let's delve into this dataset to extract valuable insights.

This report including four parts:

1.Overview

2.Product Analysis

3.Shipping Analysis

4.Merchant Analysis

OVERVIEW

This dataset comprises 1342 types of summer products, all adopting the Euro as their single currency.

Approximately 585 products utilized the advertising boosts provided by Wish. In August 2020, total sales volume exceeded 6464.5k , generating revenue totaling 52357k €.

Products labeled with good-quality had a higher average rating nearly 12% higher than that of overall products

Among the 15 shipping options available, Livraison standard boasted the highest market share.

FashionForChanny leads with the highest revenue, reaching 1055k €

Total revenue	Total units sold	Types of products	Average Rating
52,357 K€	6464.5 K	1342	3.84

Product Analysis

1. TOP Elements Of Tags

Tags with high frequency across all products predominantly pertain to clothing, encompassing descriptors such as women's wear, fashion trends, seasonal attire like summer styles, as well as specific garment types like dresses and casual wear, among others.

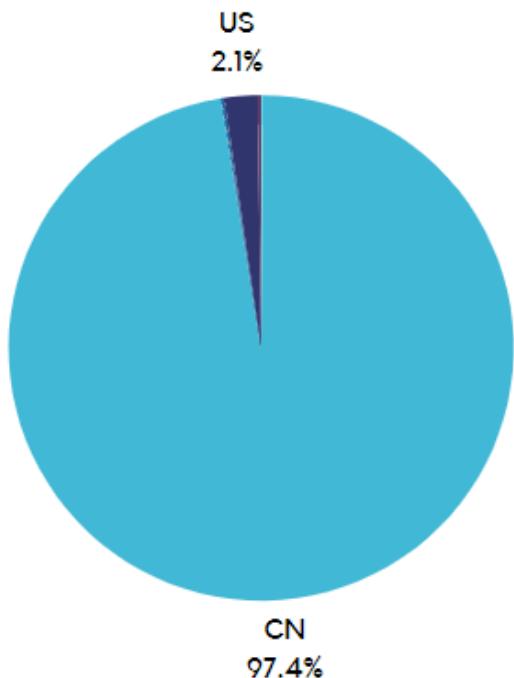
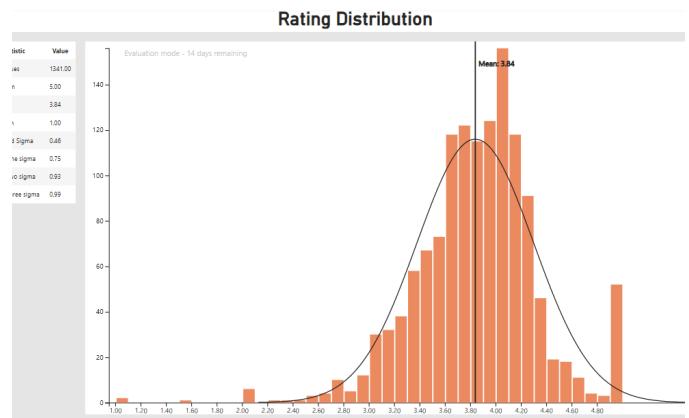
Here I summarize the frequency of most popular elements:

Key Words	Frequency
Women	2628
Fashion	2224
dress	2153
Summer	1433
Casual	909
Tops	691
Sleeveless	633



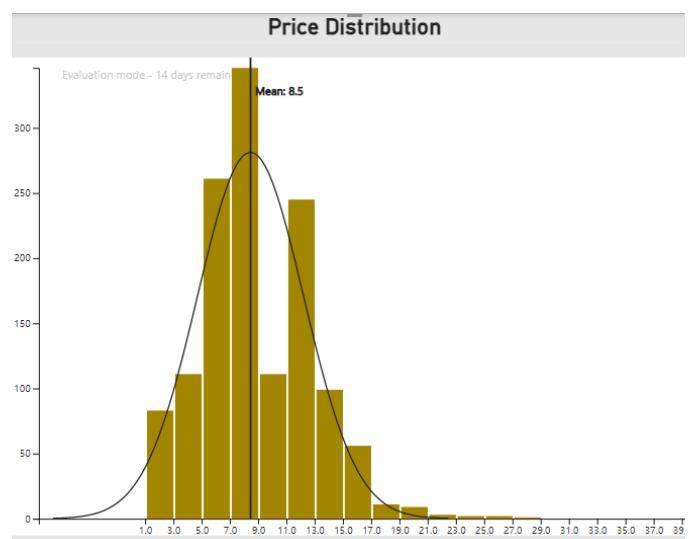
2. Rating, Original Countries and Price

Rating distribution histogram shows nearly 80% of ratings are between 3.3 and 4.3. Mean rating is around 3.84



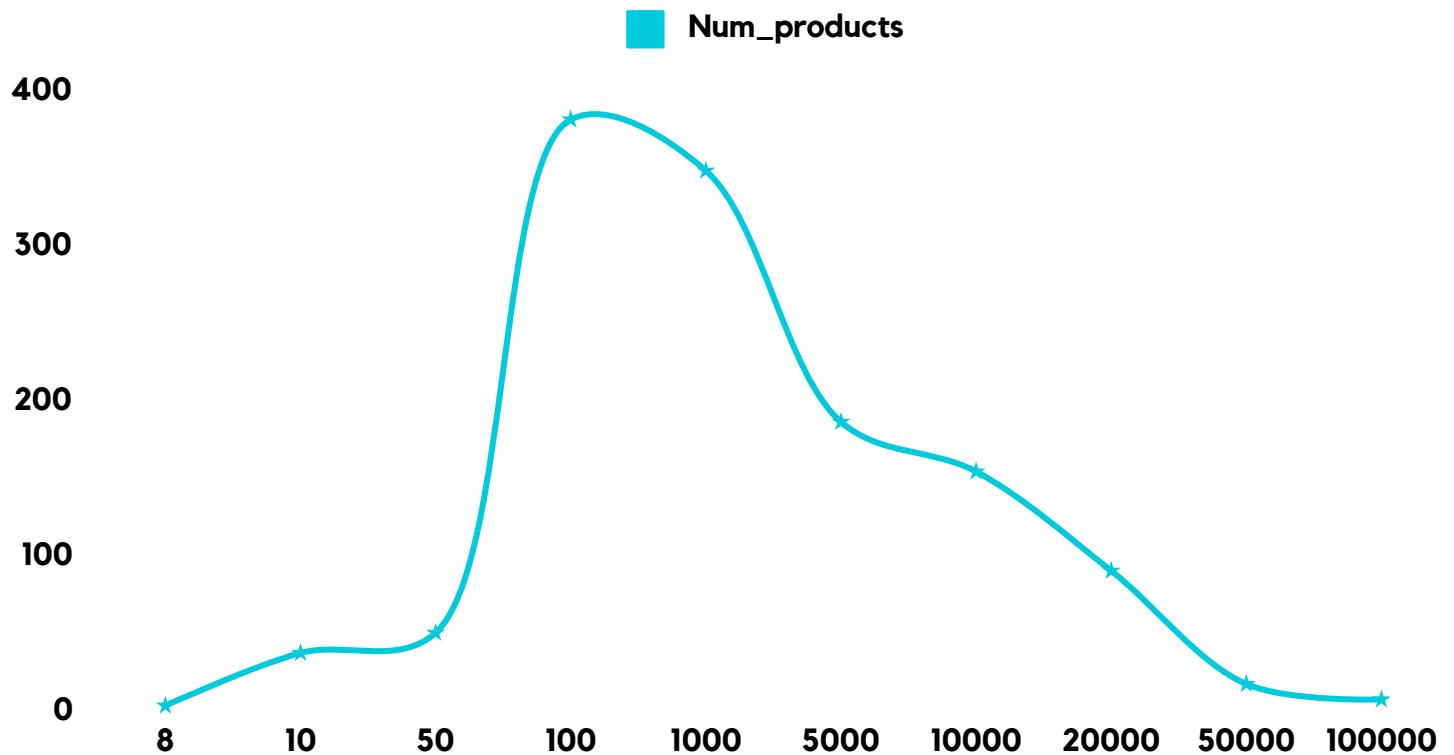
As the pie chart shows, around 97% of products were from China, and 2.1% were from United States.

Prices of most products were from 1€ to 17€, prices in [7,9] have the most frequency of 457, we can infer that Wish is a website selling small commodities.



3.Sales Volume and Revenue

3.1 distribution of sale volume of products



The line chart above shows that there are 264 SKUs with monthly sales exceeding 10,000 units generating 5060k € revenue, accounting for nearly 80% percent of total revenue.

3.2 Best-selling products($\text{units_sold} \geq 50000$) analysis

Title and sale volume of best-selling products

Title_orig	units of sold(k)
Women Fashion Loose Lace Blouse V Neck Bat Sleeves T Shirt Hollow Out Tops Plus Size XS-8XL	50
2018 New Fashion Women's Tops Sexy Strappy Sleeveless Lace Crop Tops	100
Sexy Women Casual Striped T-shirt Long Tops Blouse Kaftan Beach Shirt Mini Dress	50
2018 Summer Fashion Women Tank Tops Sexy Women Sleeveless Crop Tops Casual Style Women Cotton Print Lace Stitching Irregular Blouse Tops 1/4 S-5XL)	50
Women Stretchy Camisole Spaghetti Strap Long Tank Top Slip Mini Dress 4Color SIZE XXL is available Now	100
New Aeeival Women Clothing Long Sleeve Autumn Winter Ball Gown Dress Slim Fit Patchwork Casual Lace Dress Vestido De Renda	100
Womens Summer Red White and Blue Chiffon Short-Sleeve T-Shirt	100
Summer Women Chiffon Solid Color O-neck Sleeveless Top Sling Sexy Off Shoulder Loose Pleated T-shirt Blouse Casual Tank Top Plus Size S-6XL	50
Sexy Thong Cheeky Bottom Women Beachwear Brazilian Bikini Bra Swimwear Bathing S M L XL	50
Women Lace Beach Boho Maxi Sundress Sleeveless Long Dress Party Holiday Strapless Dresses	50
Fashion Women Back Deep V Sexy Backless Vest Tank Sleeveless Slim Tops womens Tshirt	50
Women Fashion Sexy Sleeveless Knit Crop Tops	50
Plus Size Fashion Sleeveless Tank Tops For Women Sizes XS-5XL	50
Comfy Sleeveless Hooded Mini Dress	50
Hot Latest Sexy Bikini Women Fashion Swimming Suit Beach Bikini with Bracket Gather NOR	50
Sexy Womens Short Sleeve Party Evening Crew Neck Bodycon Summer Beach Mini Dress	50
Women Lace Short Sleeve Long Tops Blouse Shirt Ladies Beach BOHO Mini Dress 6-16	100

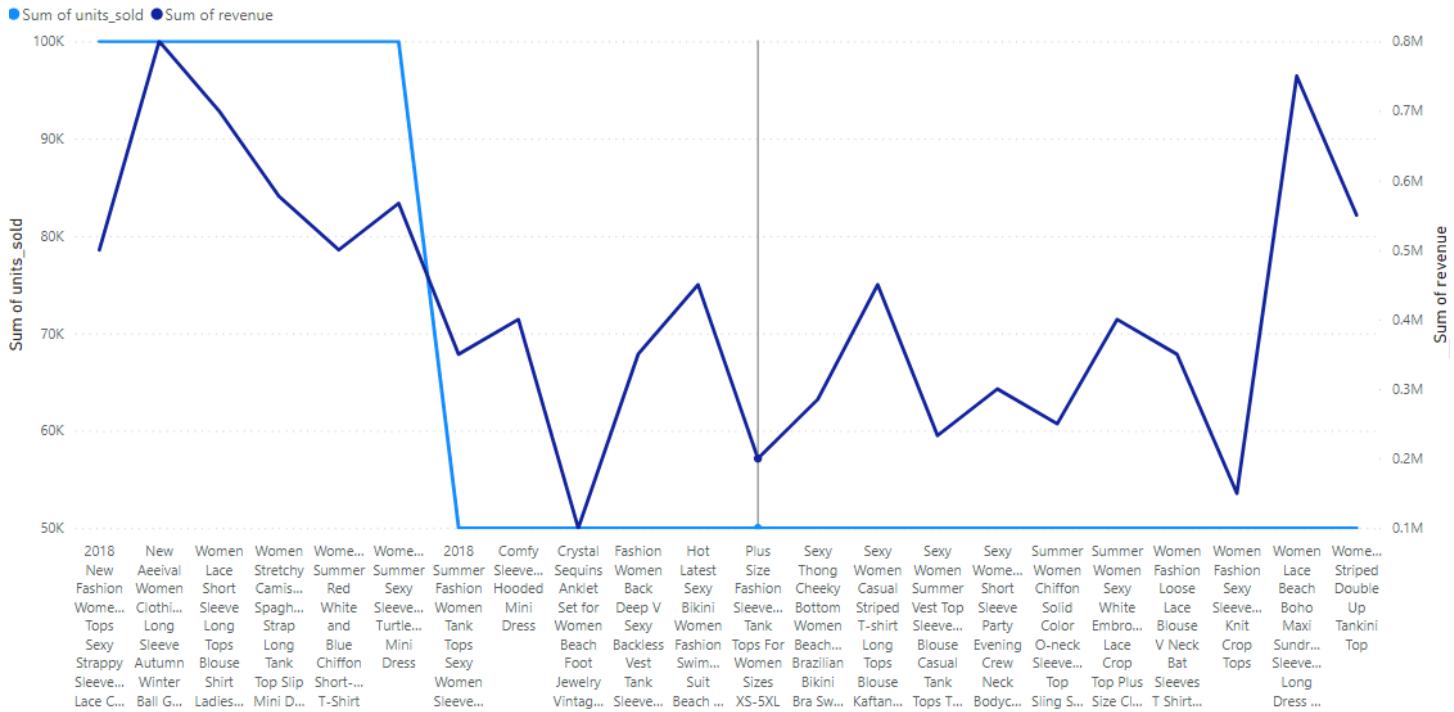
Women's Striped Double Up Tankini Top	50
Women's Summer Sexy Sleeveless Turtleneck Mini Dress	100
Crystal Sequins Anklet Set for Women Beach Foot Jewelry Vintage Statement Elephant Moon Chain Charm Anklets Bracelet Boho Retro Style Party Summer Alloy Jewelry	50
Sexy Women Summer Vest Top Sleeveless Blouse Casual Tank Tops T Shirt Better SS	50
Summer Women Sexy White Embroidery Lace Crop Top Plus Size Clubwear Flare Sleeve Clothing	50

Based on the analysis of the product titles, we found that all 22 of the best-selling products are targeted towards women. Furthermore, among these products, 14 items labeled as "sexy" have collectively sold 800,000 units, generating revenue of 5,585,000€. From this data, I conclude that there is a significant demand for women's products, particularly those marketed with a "sexy" label in summer, resulting in substantial sales and revenue.

3.3 Relationship between sales volume and sales revenue

The product titled 'New Arrival Women Clothing Long Sleeve Autumn Winter Ball Gown Dress Slim Fit Patchwork Casual Lace Dress Vestido De Renda' generated the highest revenue of 800k€ among all products. Following closely, the product 'Women Lace Beach Boho Maxi Sundress Sleeveless Long Dress Party Holiday Strapless Dresses' secured the second-highest revenue, amounting to 750k€.

Sale volume and Revenue of best-selling products



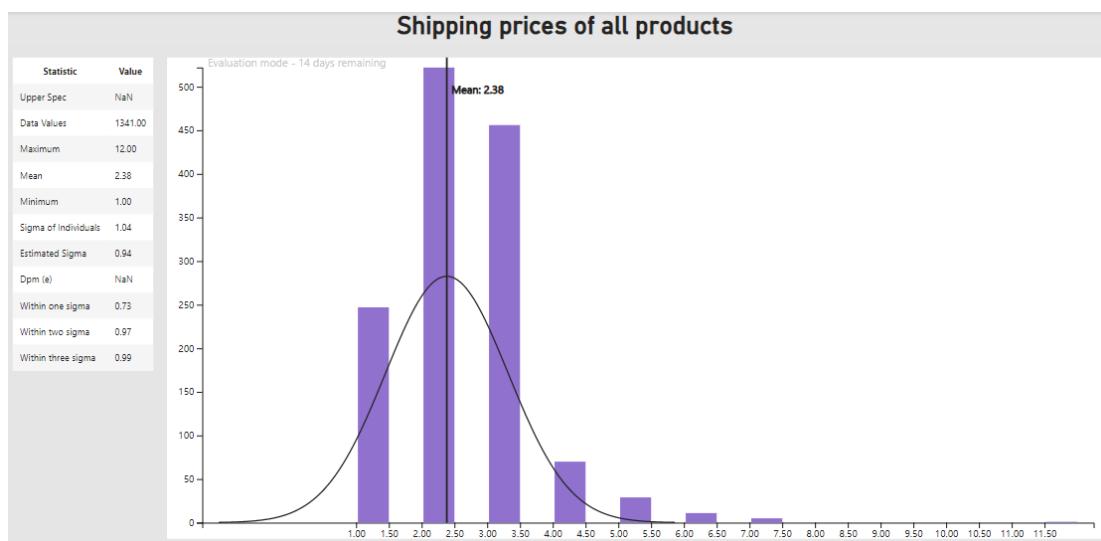
Products labeled with good-quality had average rating of 4.3 and average sales volume of 6999, both were much higher than that of without.

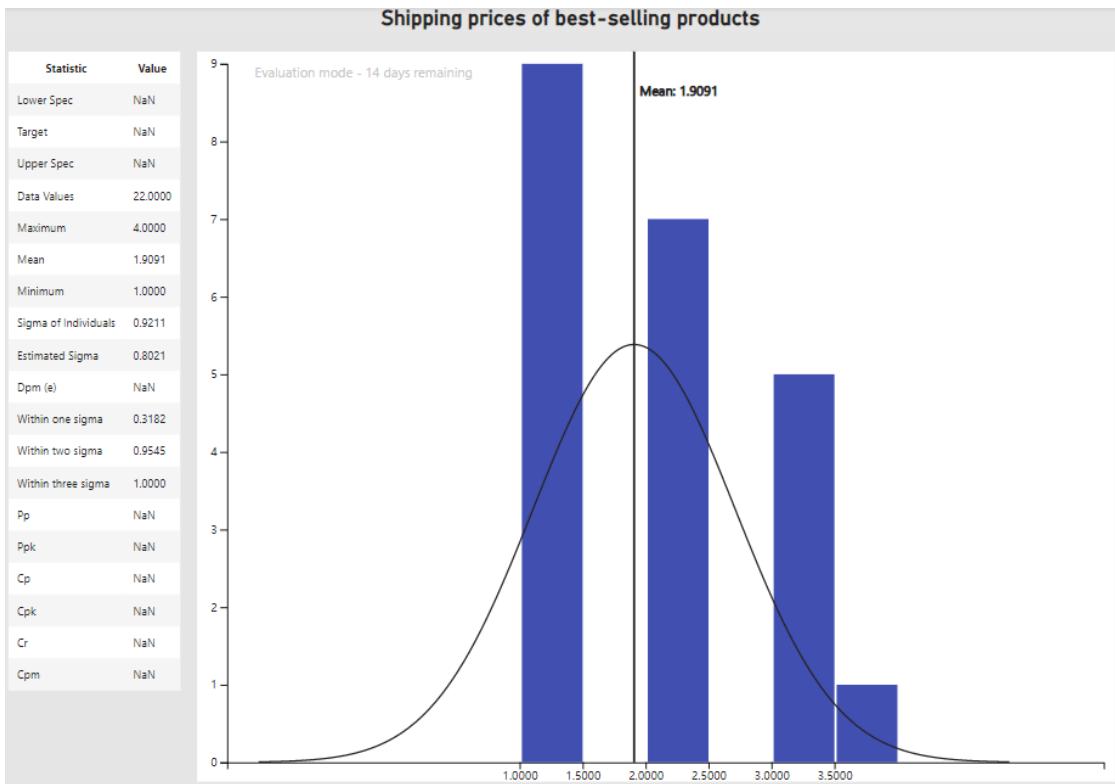
with/without label of good-quality	mean rating	average units sold
With	4.3075	6999
Without	3.8	4367

SHIPPING ANALYSIS

1. price distribution

Approximately 90% of products have shipping prices ranging between 1 and 4, with a mean shipping price of 2.38. A comparison between the overall price distribution and that of best-selling products reveals that the latter generally feature lower shipping costs. The mean shipping price for best-selling products is calculated at 1.909, which is 20% cheaper than the mean shipping price of all products.





2. Shipping companies analysis

In this dataset, we have observed 15 shipping companies. Among these, Livraison Standard attained revenue of 14,198,902€, whereas Standard Shipping's revenue amounted to approximately 201,850€. Interestingly, all 22 best-selling products opted for Livraison Standard as their shipping method.



Merchant Analysis

15 merchants' sale revenue were at least 450k € in August 2020. The highest revenue was 1.05 million euros, and 11 of them have at least 2 or more types products.

