

Reset ↶

Online Retail Industry



Country ▼

All ▼

Year ▼

All ▼

\$10.67M

Total Revenue

6M

Total Quantity sold

38

Countries

397.92K

Total Customers

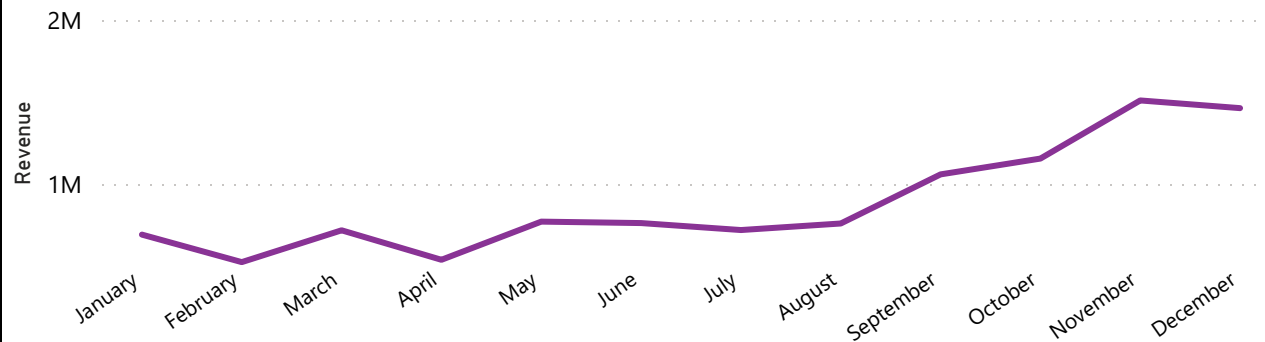
Top 10 Products by Revenue

StockCode	Revenue
DOT	206,248.77
22423	174,484.74
23843	168,469.60
85123A	106,471.28
47566	99,504.33
85099B	94,340.05
23166	81,700.92
M	78,112.82
POST	78,101.88
23084	66,964.99

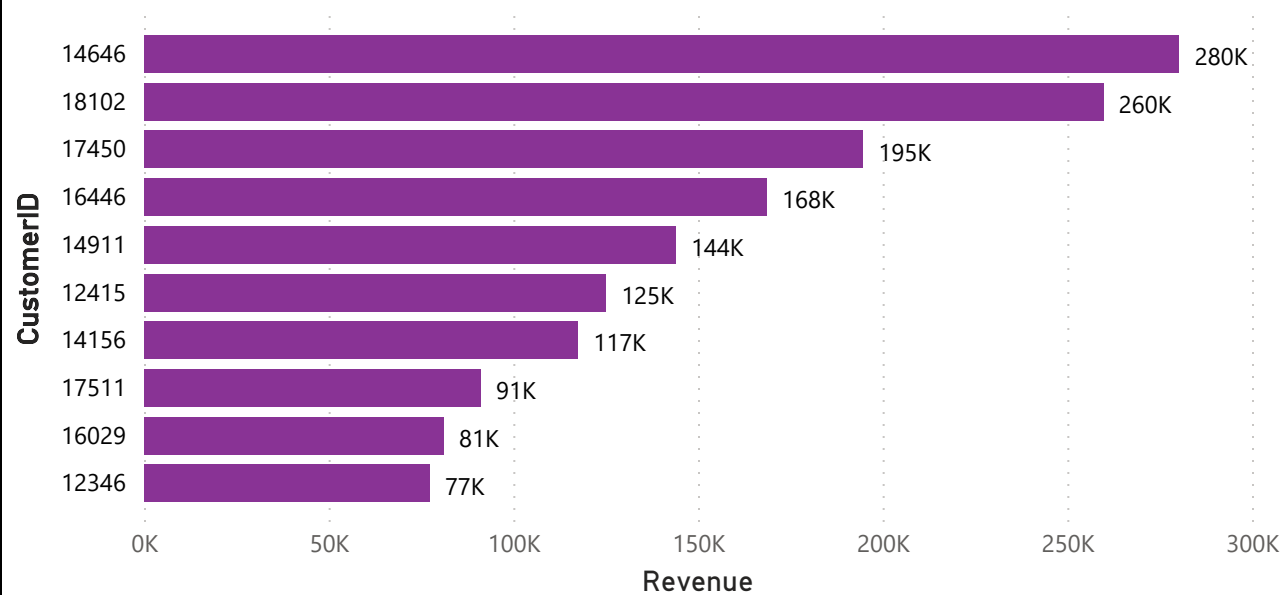
Bottom 10 Products by Revenue

StockCode	Revenue
PADS	0.00
84227	0.42
21268	0.84
90084	0.85
84201C	0.95
84206B	0.95
84990	1.10
21009	1.25
35597B	1.25
84569C	1.25

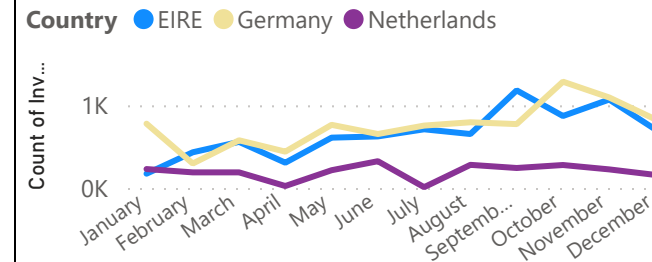
Revenue Trend by Month



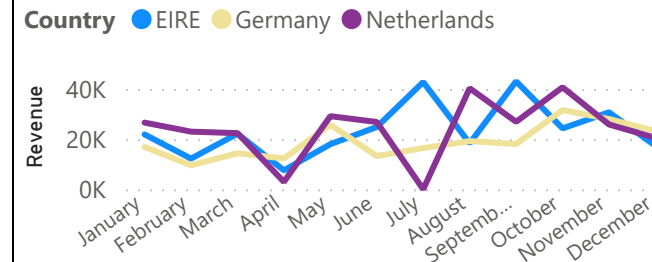
Top 10 Customers by Revenue



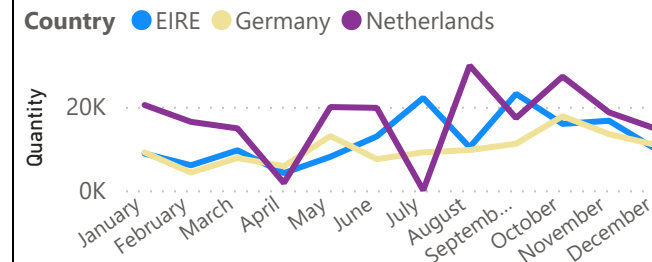
Count of Invoice by Month and Country



Revenue by Month and Country



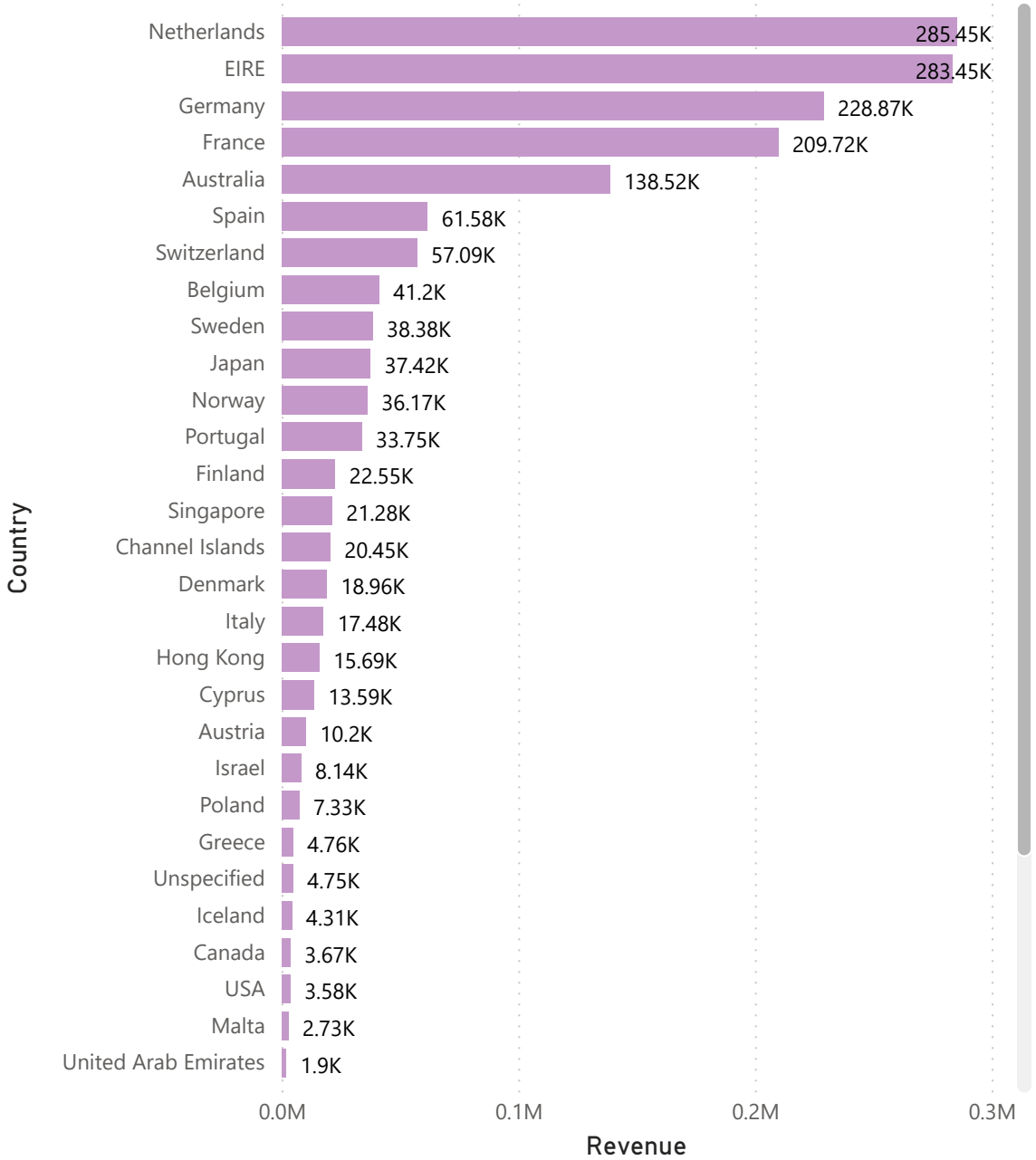
Quantity by Month and Country



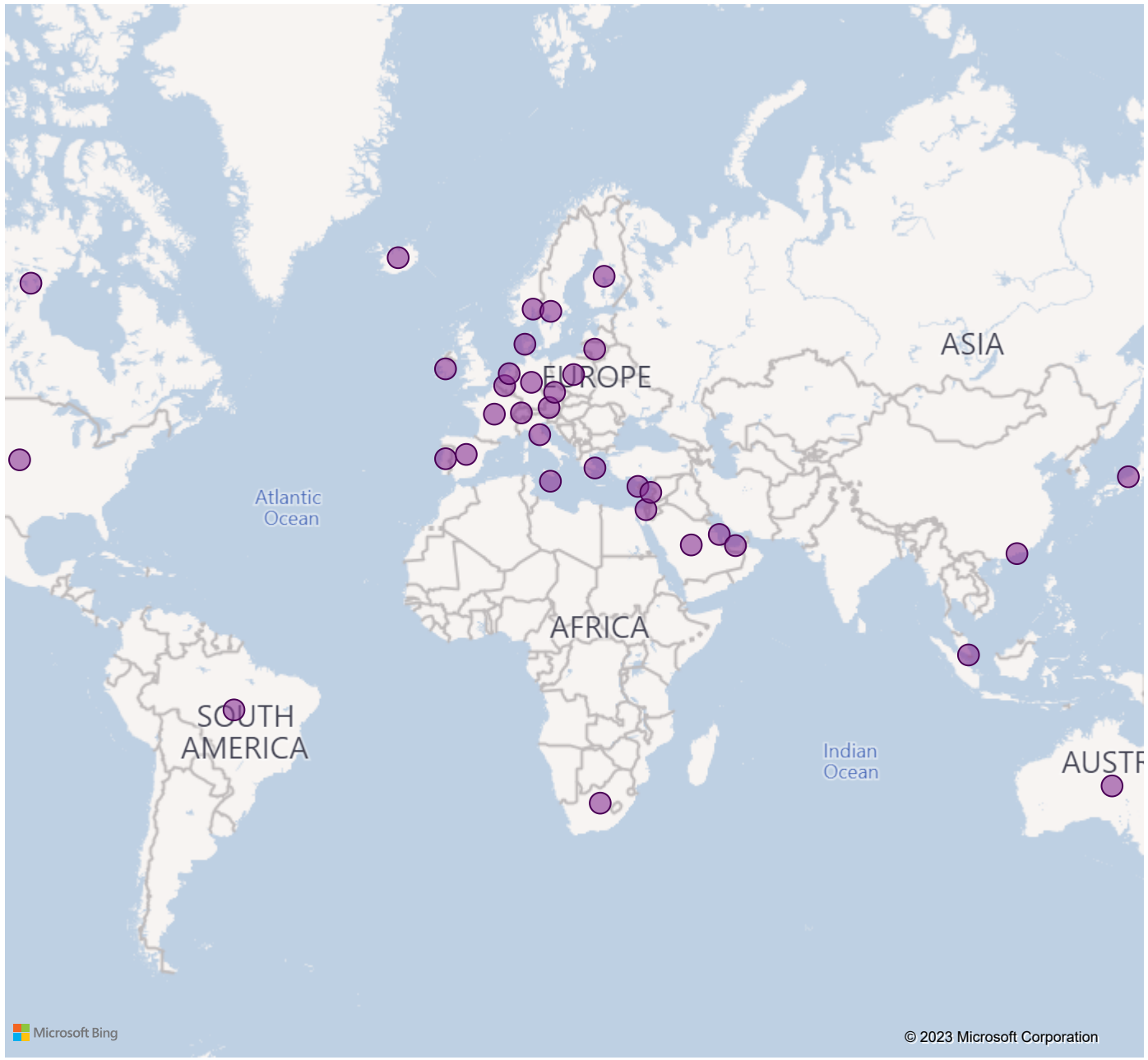
Online Retail Industry



Revenue by Country Excluding UK



Countries with High Product Demand (Excluding UK)



Online Retail Industry

INSIGHT 1- Seasonality Analysis

The analysis reveals a distinct seasonality pattern in store sales. While the first 8 months of the year show consistent revenue figures, there's a remarkable increase in revenue starting in September, with a significant 40% growth over the previous month. The clear seasonality pattern demonstrates that the store experiences exceptional growth primarily in the last 4 months of the year.

Recommendation

Capitalize on the observed seasonality by planning and executing targeted marketing campaigns, promotions, and product releases during the high-growth months from September to November.

INSIGHT 2- Top 10 Countries Analysis (Excluding UK)

Among the countries excluding the UK, the Netherlands, Ireland, Germany, and France stand out with both high unit sales volume and revenue generation. These countries show promising growth potential and should be prioritized for further expansion efforts.

Recommendation

Market Expansion: Allocate additional resources, marketing efforts, and sales initiatives to penetrate and capture the markets in the Netherlands, Ireland, Germany, and France effectively.

INSIGHT 3- Top 10 Customers Analysis

The analysis of the top 10 customers reveals a relatively balanced distribution of purchases among them. The highest revenue-generating customer only purchased 17% more than the second-highest. This even distribution indicates a healthy customer base and suggests that the business is not overly reliant on a few key customers.

Recommendation

Customer Diversification: Continue efforts to maintain a diverse and stable customer base to mitigate risks associated with heavy reliance on individual customers.

INSIGHT 4- Regional Revenue Analysis

The regional revenue analysis reveals that certain regions, including the Netherlands, Ireland, Germany, France, and Australia, are currently generating high revenue. These regions present significant growth potential and should be targeted for further expansion initiatives. However, there is minimal demand in the American, African, Asian, and Russian regions.

Recommendation

Explore opportunities in currently underserved regions such as the Americas, Africa, Asia, and Russia, and devise market-entry strategies to increase demand.