



# E-COMMERCE

PRODUCT RANGE ANALYSIS

DORON ERLICH, JUNE 2022



# GENERAL CONCLUSIONS



- NOVEMBER 2019, WAS THE BEST SELLING MONTH FOR THE TOP 10 BEST SELLING ITEMS. HOWEVER, THE BEST SELLING ITEM IN NOVEMBER 2019 IS NOT EVEN A TOP 10 ITEM, BUT A "RABBIT NIGHT LIGHT";
- THE BEST SELLING STAND ALONE ITEM COLOR IS RED - HOWEVER, THE MOST COMBINABLE IS THE SECOND HIGHEST COLOR, PINK;
- MORE THAN 55% OF THE ITEMS BOUGHT ARE EITHER CONSIDERED DROPPED OR LOW SELLING;
- TOP SELLING ITEMS ARE BOUGHT IN BIGGER NUMBERS AND HAVE EXPERIENCED THE STEEPEST CLIMB IN SALES BEGINNING IN AUGUST;
- BOTH HIGH AND MEDIUM SELLING ITEMS EXPERIENCED A CLIMB IN SALES AROUND THAT TIME AS WELL;
- LOW SELLING ITEMS HAVE THE BIGGEST VARIETY, MEANING A LOT OF DIFFERENT ITEMS WITH LOW RFM SCORE;
- MEDIUM SELLING ITEMS REGISTERED THE HIGHEST INCREASE IN VARIETY (MORE THAN TOP AND HIGH SELLING);
- OF THE TOP 10 BEST SELLING ITEMS - ONLY ONE IS A HIGH SELLING PRODUCT AND THE REST ARE MEDIUM;
- NEARLY 90% OF THE ITEMS BOUGHT ARE PRICED BETWEEN 0 AND \$10;
- EVEN THOUGH 3 OF THE TOP 10 BEST SELLING ITEMS ARE RETROSPOT, HEART/HEARTS GENERATE A HIGHER AVERAGE REVENUE;
- RED COLORED ITEMS HAVE A HIGHER AVERAGE RFM SCORE THAN BLUE COLORED ITEMS;
- MEDIUM SELLING PRODUCTS ARE MORE LIKELY TO GENERATE AN AVERAGE REVENUE EQUAL TO THAT OF TOP SELLING PRODUCTS THAN HIGH SELLING PRODUCTS.

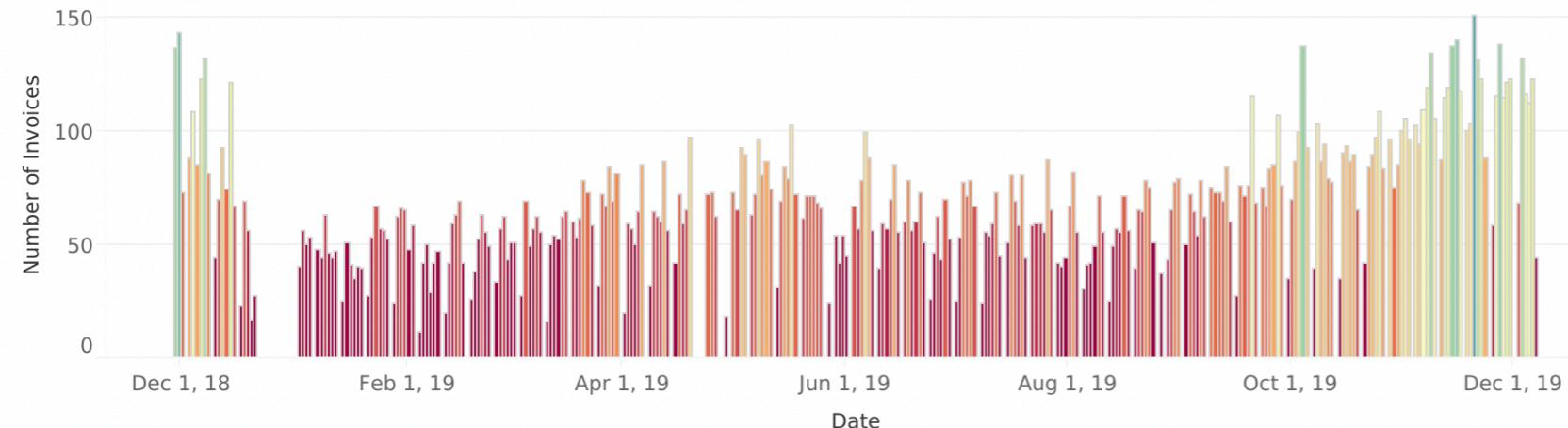
# DASHBOARD OF ONLINE STORE 'S PRODUCT RANGE

Date of Invoice  
November 29, 2018

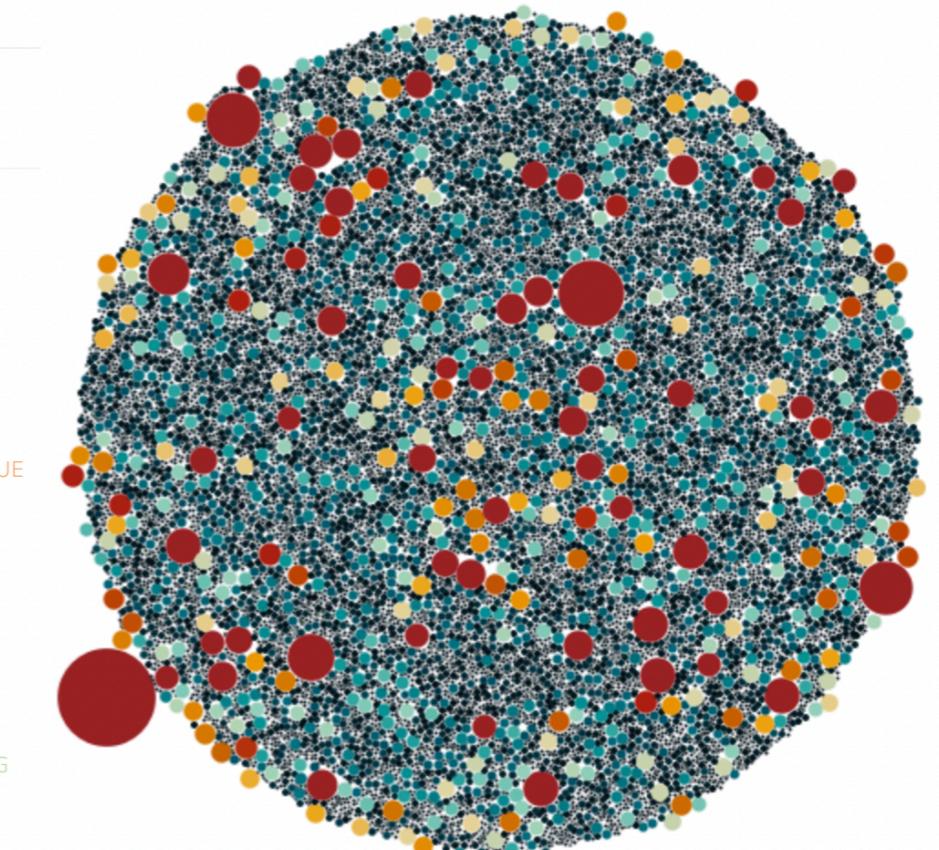
December 7, 2019

Description  
(All)

## Number of Orders per Day



## Order Totals



## Items' Descriptions

WHITE HANGING HEART T-LIGHT HOLDER JUMBO BAG RED RETROSPOT REGENCY CAKESTAND 3 TIER PARTY BUNTING LUNCH BAG RED RETROSPOT  
 ASSORTED COLOUR BIRD ORNAMENT SET OF 3 CAKE TINS PANTRY DESIGN PACK OF 72 RETROSPOT CAKE CASES LUNCH BAG BLACK SKULL.  
 NATURAL SLATE HEART CHALKBOARD JUMBO BAG PINK POLKADOT HEART OF WICKER SMALL JUMBO STORAGE BAG SUKI  
 JUMBO SHOPPER VINTAGE RED PAISLEY JAM MAKING SET PRINTED PAPER CHAIN KIT 50'S CHRISTMAS LUNCH BAG SPACEBOY DESIGN LUNCH BAG CARS BLUE  
 SPOTTY BUNTING JAM MAKING SET WITH JARS RECIPE BOX PANTRY YELLOW DESIGN WOODEN PICTURE FRAME WHITE FINISH LUNCH BAG PINK POLKADOT  
 LUNCH BAG SUKI DESIGN SET OF 4 PANTRY JELLY MOULDS ROSES REGENCY TEACUP AND SAUCER ALARM CLOCK BAKELIKE RED  
 VICTORIAN GLASS HANGING T-LIGHT LUNCH BAG APPLE DESIGN RED RETROSPOT CHARLOTTE BAG LUNCH BAG WOODLAND  
 GREEN REGENCY TEACUP AND SAUCER RABBIT NIGHT LIGHT SET/20 RED RETROSPOT PAPER NAPKINS ALARM CLOCK BAKELIKE GREEN JUMBO BAG APPLES  
 WOODEN FRAME ANTIQUE WHITE RETROSPOT TEA SET CERAMIC 11 PC 6 RIBBONS RUSTIC CHARM BAKING SET 9 PIECE RETROSPOT  
 JUMBO BAG BAROQUE BLACK WHITE HEART OF WICKER LARGE VINTAGE SNAP CARDS GARDENERS KNEELING PAD KEEP CALM JUMBO BAG ALPHABET  
 SPACEBOY LUNCH BOX CHARLOTTE BAG SUKI DESIGN JUMBO BAG VINTAGE LEAF SET/5 RED RETROSPOT LID GLASS BOWLS SET OF 3 REGENCY CAKE TINS  
 REX CASH+CARRY JUMBO SHOPPER PACK OF 60 PINK PAISLEY CAKE CASES JUMBO BAG PINK VINTAGE PAISLEY JUMBO BAG WOODLAND ANIMALS  
 CHOCOLATE HOT WATER BOTTLE DOLLY GIRL LUNCH BOX RED TOADSTOOL LED NIGHT LIGHT PLEASE ONE PERSON METAL SIGN WOODLAND CHARLOTTE BAG  
 SET OF 6 SPICE TINS PANTRY DESIGN 60 TEATIME FAIRY CAKE CASES JUMBO BAG STRAWBERRY PAPER CHAIN KIT VINTAGE CHRISTMAS POPCORN HOLDER  
 PAPER BUNTING RETROSPOT ALARM CLOCK BAKELIKE PINK HOT WATER BOTTLE KEEP CALM HOME BUILDING BLOCK WORD  
 CLOTHES PEGS RETROSPOT PACK 24 SCOTTIE DOG HOT WATER BOTTLE PINK REGENCY TEACUP AND SAUCER GIN + TONIC DIET METAL SIGN  
 GARDENERS KNEELING PAD CUP OF TEA RECYCLING BAG RETROSPOT CHARLOTTE BAG PINK POLKADOT RED HANGING HEART T-LIGHT HOLDER  
 LUNCH BAG ALPHABET DESIGN ROUND SNACK BOXES SET OF 4 WOODLAND DOORMAT KEEP CALM AND COME IN HANGING HEART JAR T-LIGHT HOLDER  
 COOK WITH WINE METAL SIGN STRAWBERRY CHARLOTTE BAG JUMBO BAG 50'S CHRISTMAS IVORY KITCHEN SCALES JUMBO BAG VINTAGE DOILY  
 LUNCH BOX I LOVE LONDON STRAWBERRY CERAMIC TRINKET BOX JUMBO STORAGE BAG SKULLS PLASTERS IN TIN WOODLAND ANIMALS  
 DOORMAT RED RETROSPOT ANTIQUE SILVER T-LIGHT GLASS JUMBO BAG SPACEBOY DESIGN SET OF 3 BUTTERFLY COOKIE CUTTERS ...

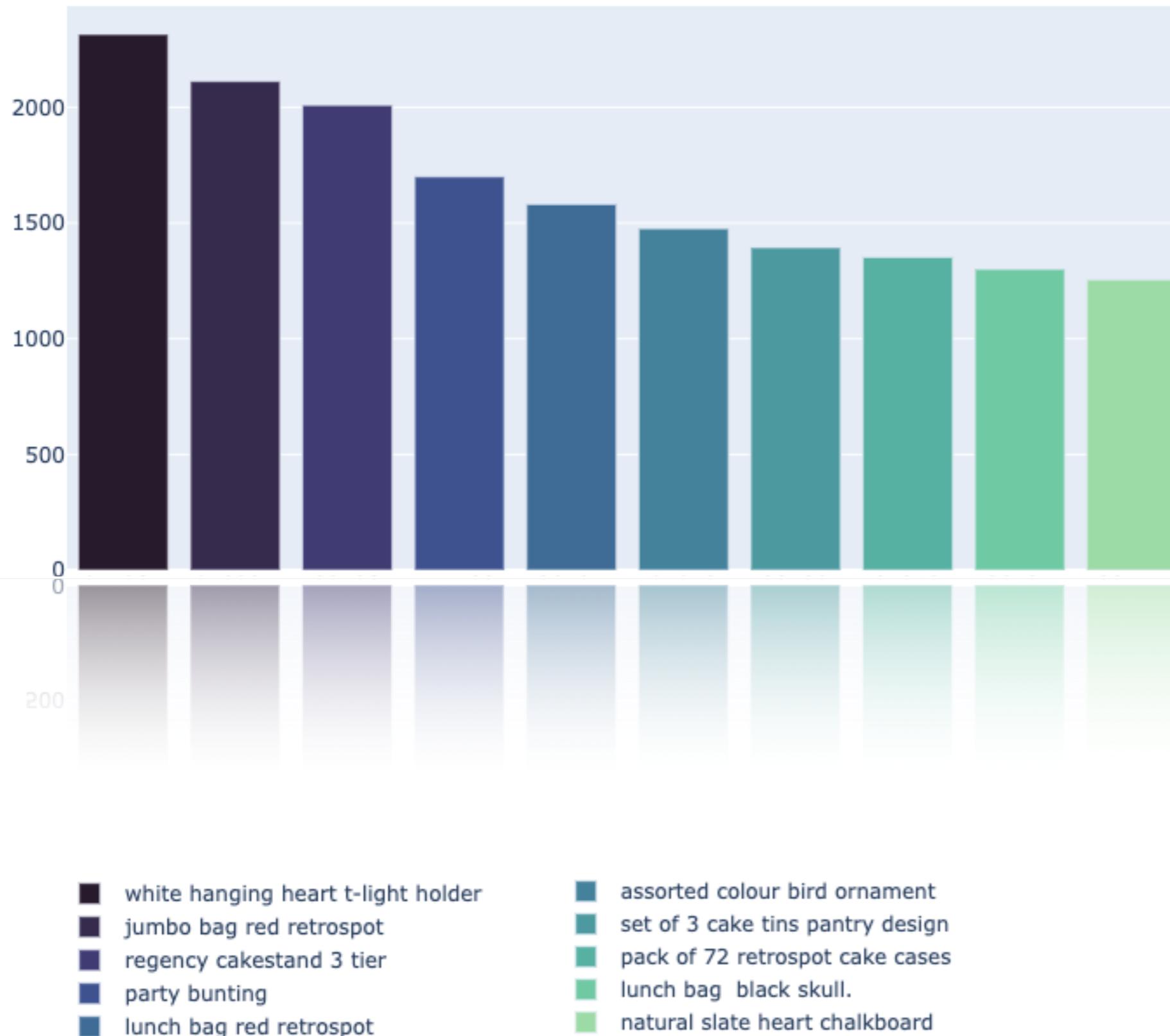
**DASHBOARD!  
CLICK HERE**

# NUMBER OF ORDERS PER SEASON



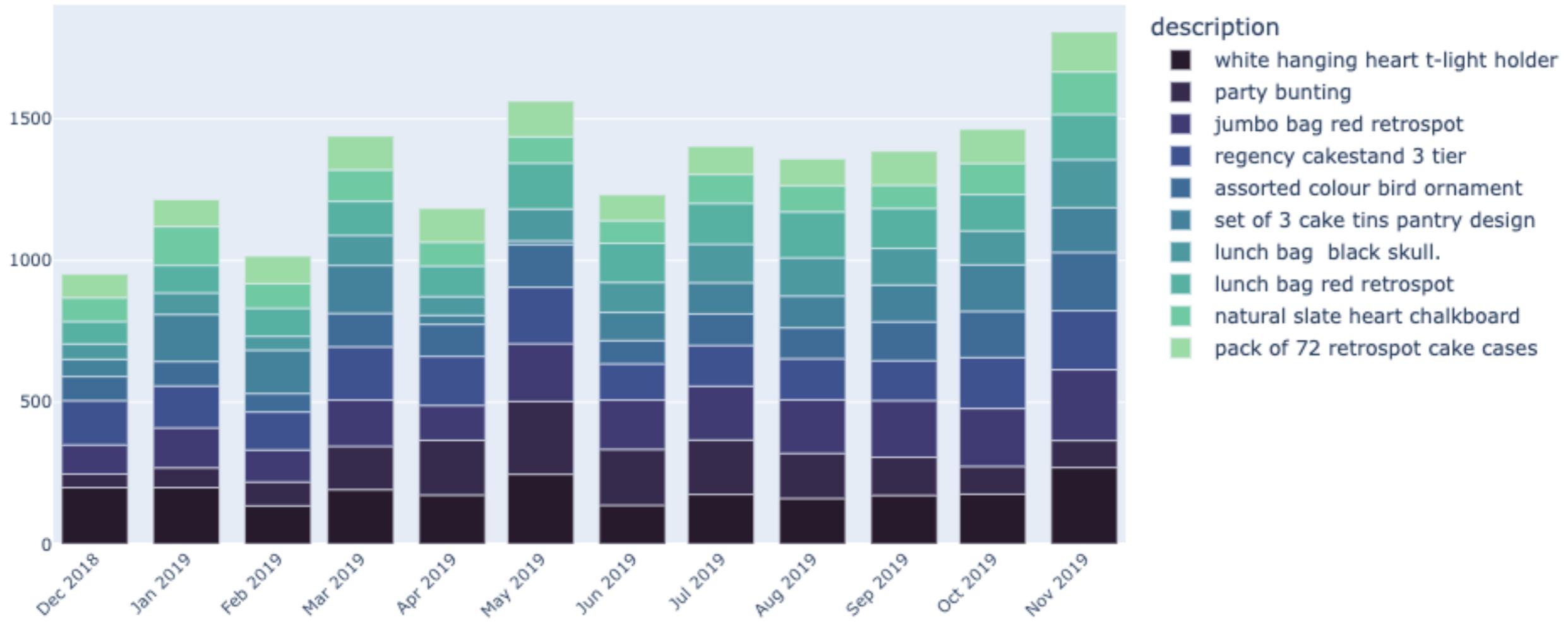
- **AT 7,034 ORDERS, FALL HAS THE HIGHEST NUMBER OF ORDERS.**
- **SPRING AND SUMMER HAVE APPROX. THE SAME NUMBER OF ORDERS (4,450).**
- **WINTER HAS THE LEAST NUMBER OF ORDERS (4,200).**

# TOP 10 PRODUCTS OVERALL



- **ONLY 3 PRODUCTS WERE BOUGHT MORE THAN 2,000:**
  - **WHITE HANGING HEART T-LIGHT HOLDER;**
  - **JUMBO BAG RED RETROSPOT;**
  - **REGENCY CAKESTAND 3 TIER.**
- **34 PRODUCTS WERE BOUGHT MORE THAN 1,000.**
- **164 PRODUCTS WERE BOUGHT ONLY ONCE.**

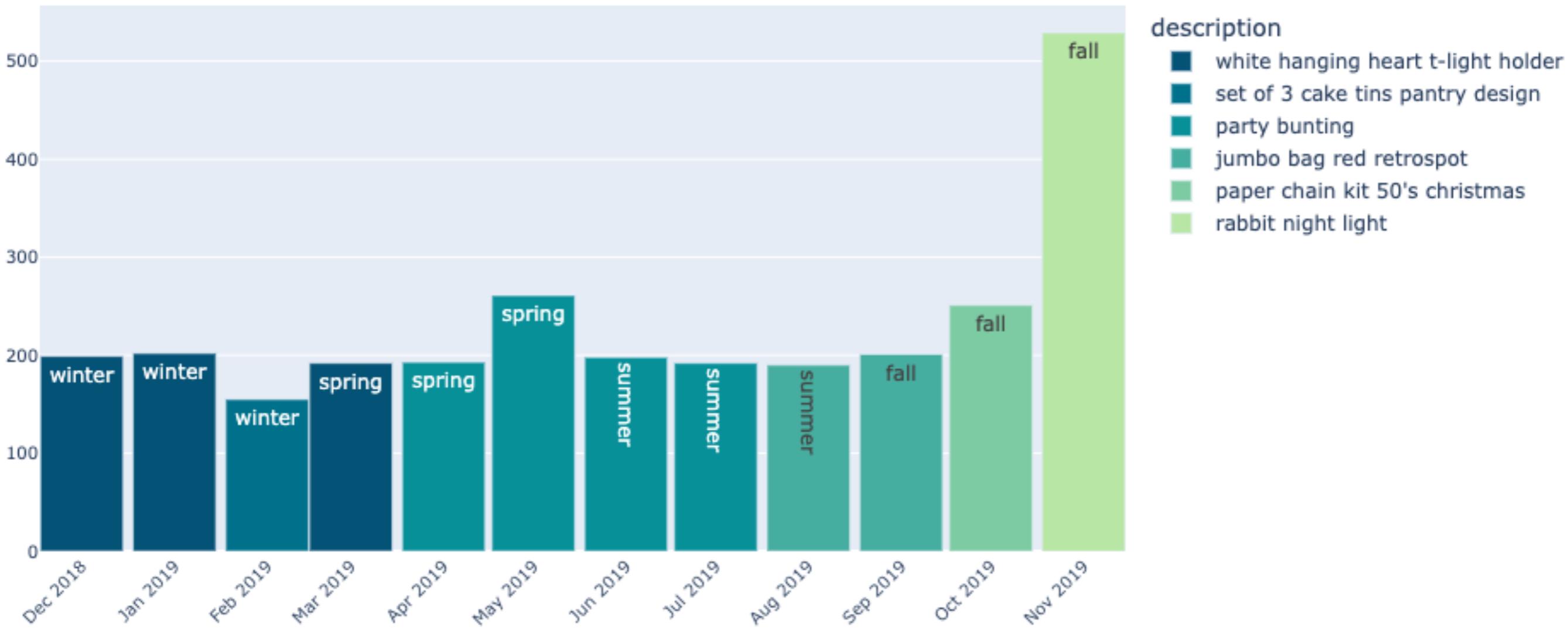
# WHEN WERE TOP 10 PRODUCTS BOUGHT?



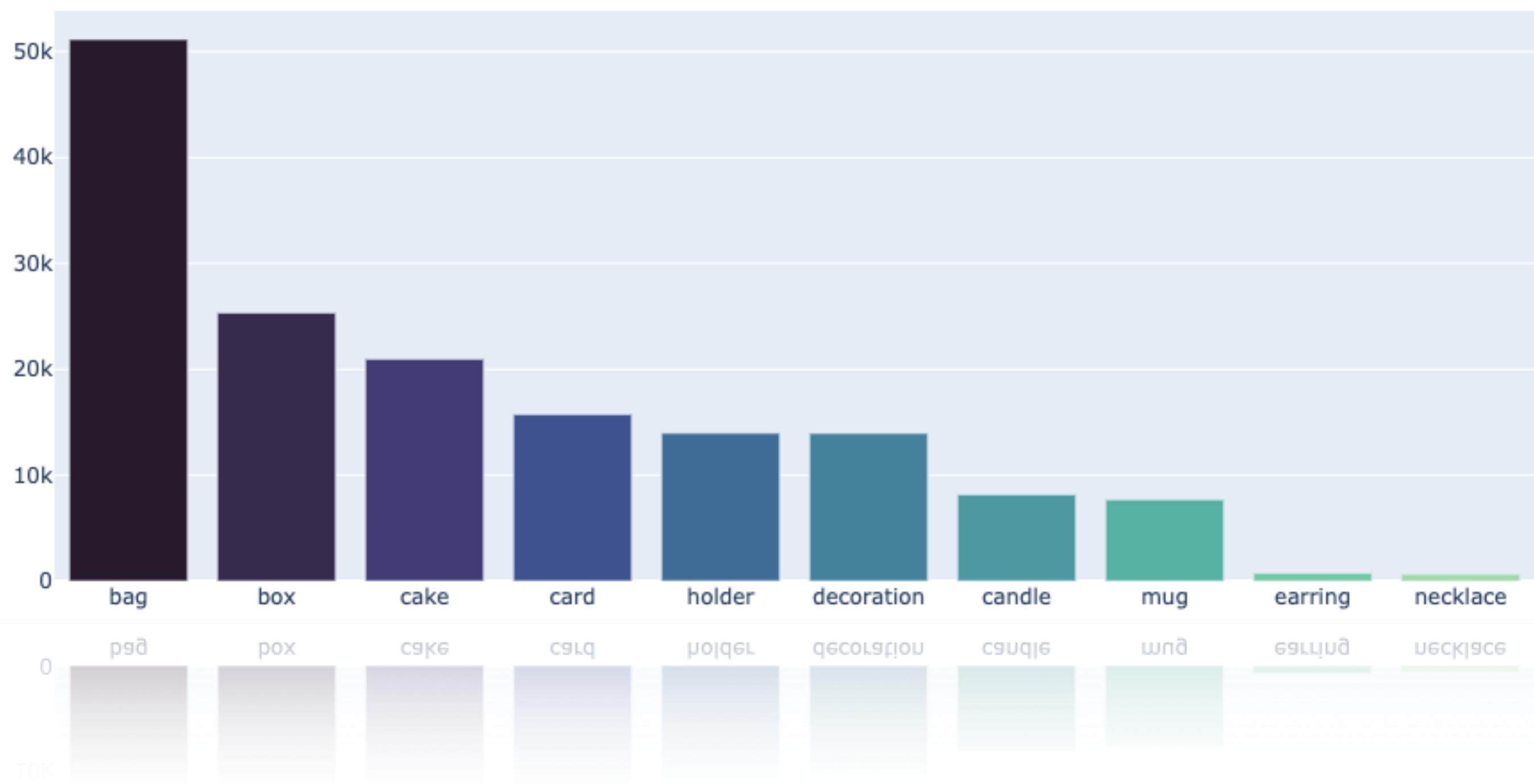
- "WHITE HANGING HEART T-LIGHT HOLDER" HAD ITS BEST SALES IN MAY AND NOVEMBER 2019.
- "PARTY BUNTING"'S SALES CLIMBED AND PEAKED IN MAY 2019 AND THEN STARTED A STEADY DECLINE.
- 5 OF THE 10 PRODUCTS' SALES PEAKED IN NOVEMBER 2019.
- "SET OF 3 CAKE TINS PANTRY DESIGN" EXPERIENCED A DROP IN SALES IN APRIL AND MAY 2019.
- "LUNCH BAG BLACK SKULL" HAD ITS WORST SALES IN FEBRUARY 2019, BUT HAD ITS BEST SALES IN NOVEMBER 2019.
- "LUNCH BAG RED RETROSPOT"'S SALES WERE STEADY THROUGHOUT.

# TOP SELLING PRODUCTS PER SEASON

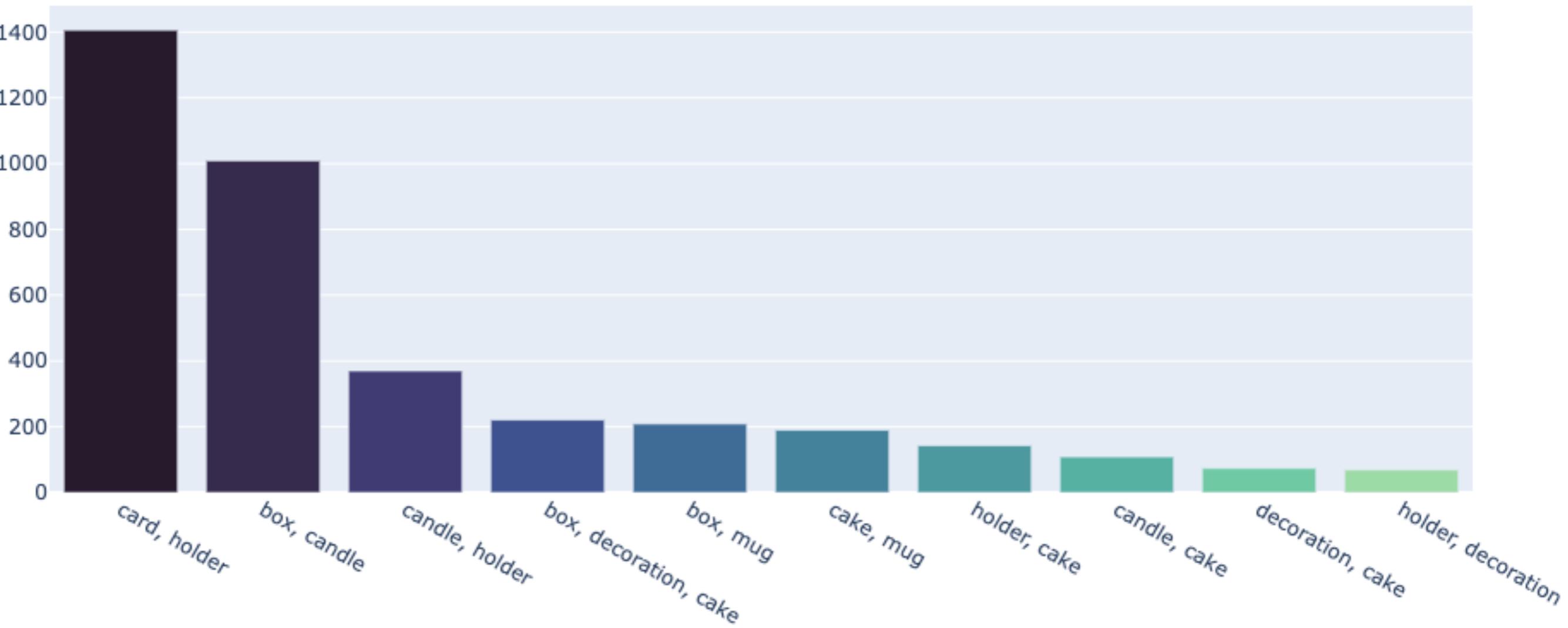
- THE BEST SELLING ITEMS IN OCTOBER AND NOVEMBER 2019, WERE NOT ONE OF THE TOP 10 BEST SELLING PRODUCTS.
- AS A SINGLE PRODUCT, “RABBIT NIGHT LIGHT” HAD THE BEST SALES IN NOVEMBER - MORE THAN TWICE THAN ALL THE OTHER TOP SELLING PRODUCTS PER MONTH.
- THE OTHER NONE TOP 10 PRODUCT IS “PAPER CHAIN KIT 50’S CHRISTMAS”.



# TOP SELLING PRODUCT TYPES

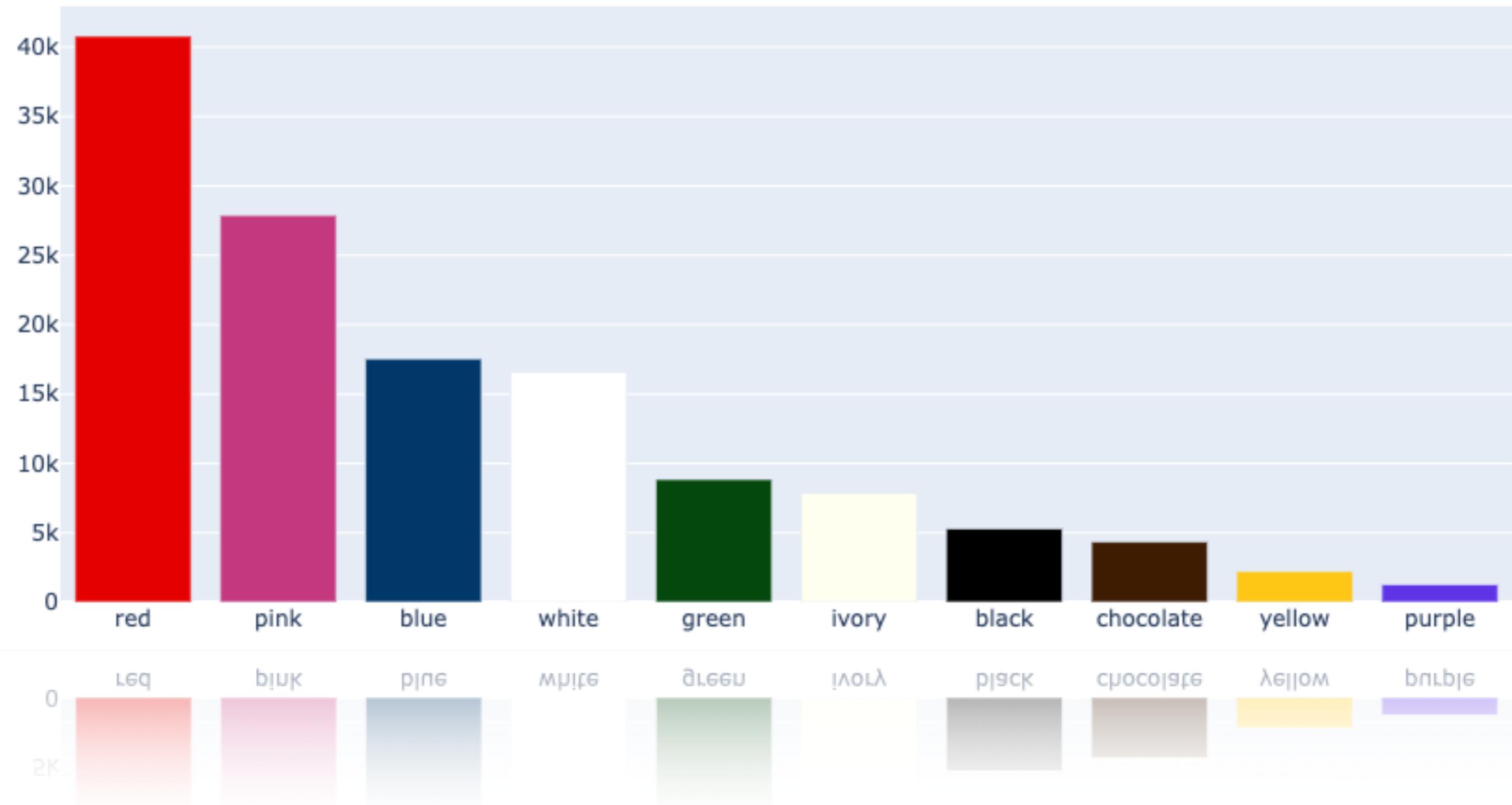


# TOP SELLING PRODUCT TYPES COMBINATIONS

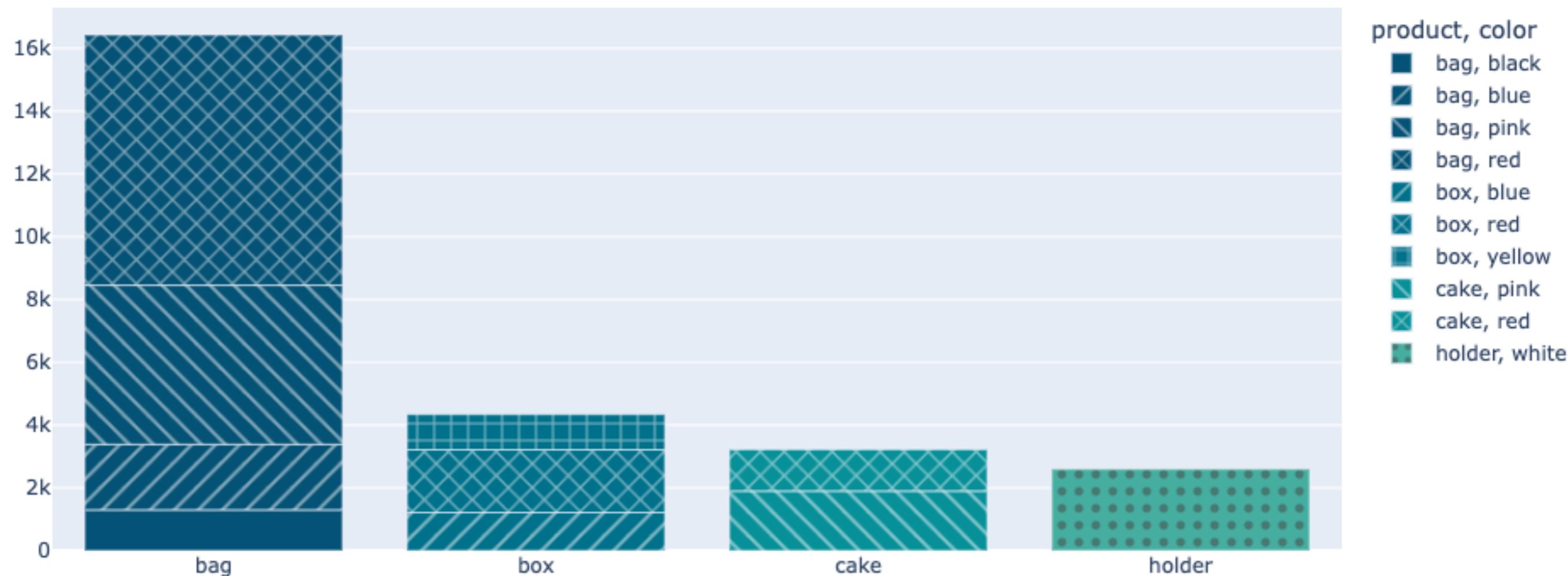


- THE HIGHEST SELLING PRODUCT TYPES COMBINATION IS CARD HOLDER.
- THE SECOND HIGHEST SELLING PRODUCT TYPES COMBINATION IS BOX AND CANDLE.
- THE LEAST SELLING PRODUCT TYPES COMBINATION IS HOLDER/CAKE AND DECORATION.

# TOP SELLING PRODUCT COLORS

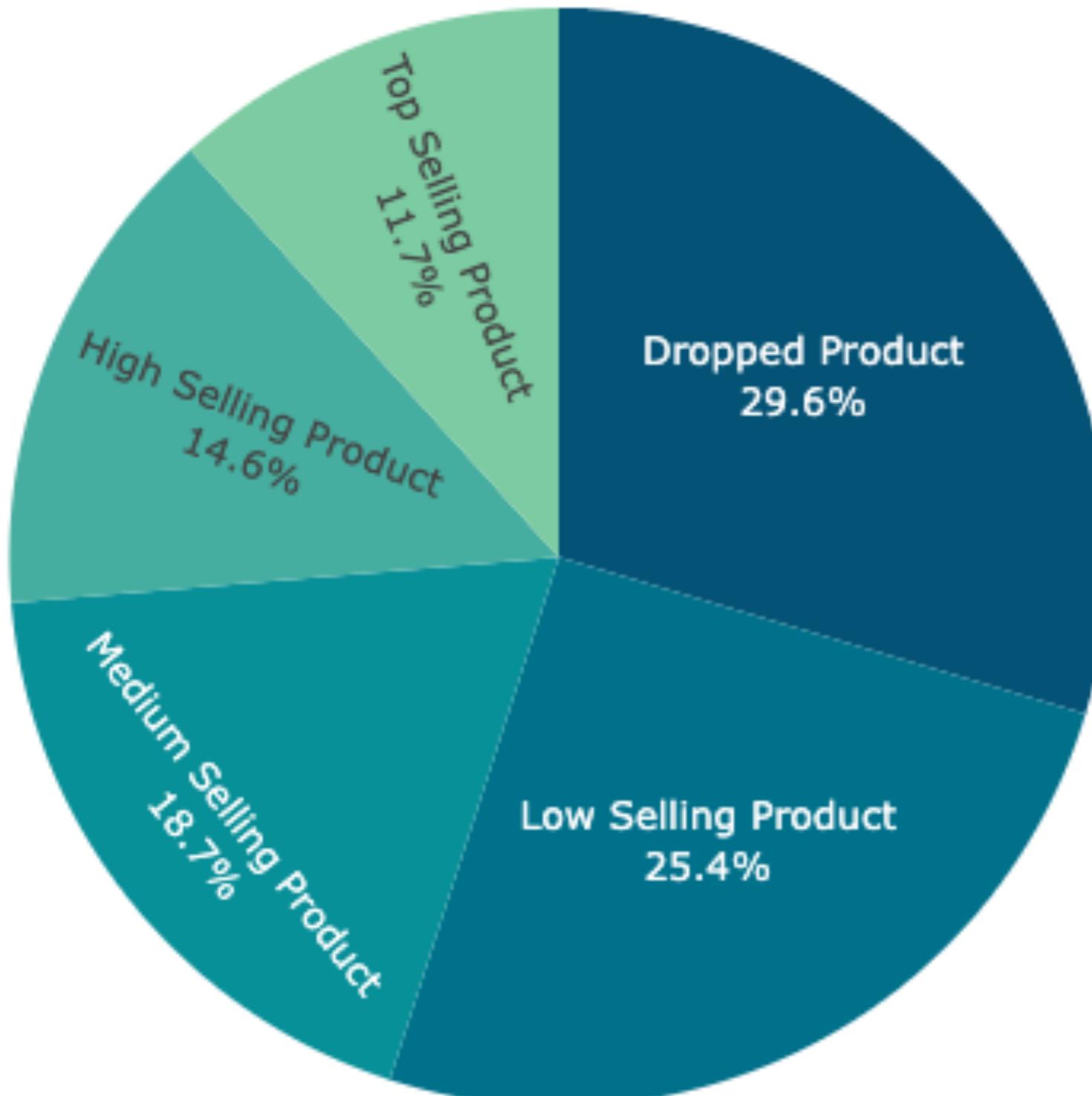


# TOP SELLING PRODUCT/COLORS COMBINATIONS



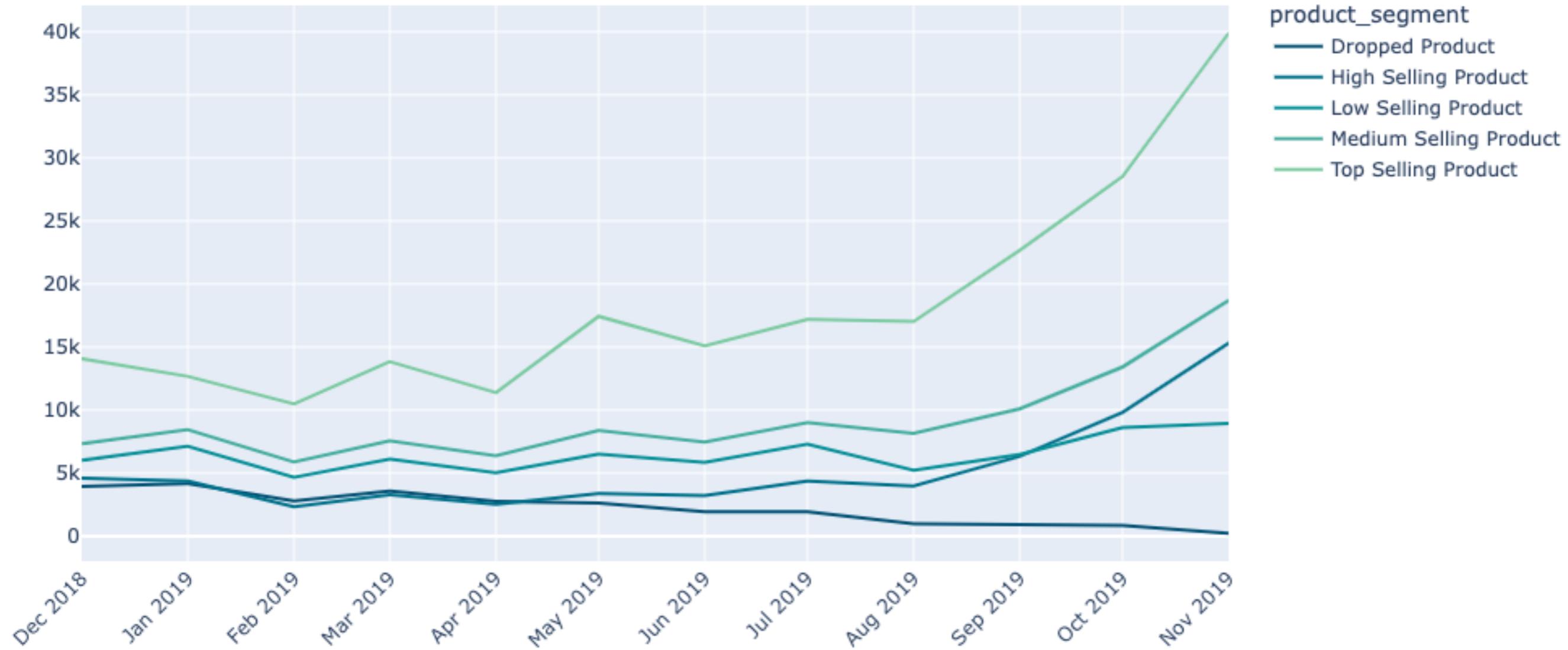
- **BAGS ARE THE TOP SELLING PRODUCT TYPE AND ARE USUALLY IN RED, PINK, BLUE OR BLACK.**
- **BOX - THE SECOND HIGHEST SELLING PRODUCT TYPE - IS BY FAR LESS COMBINABLE WITH ONE OF THE TOP TEN COLORS.**
- **OUT OF THE TOP 10 COLORS, BOXES ARE USUALLY YELLOW, RED OR BLUE.**
- **PRODUCT TYPES WITH "CAKE" ARE USUALLY PINK OR RED (IF IT'S ONE OF THE TOP 10 COLORS).**
- **HOLDER'S TOP SELLING COLOR IS WHITE (RECALL OUR TOPPER MOST SELLING PRODUCT).**

# RFM PRODUCT SEGMENTATIONS



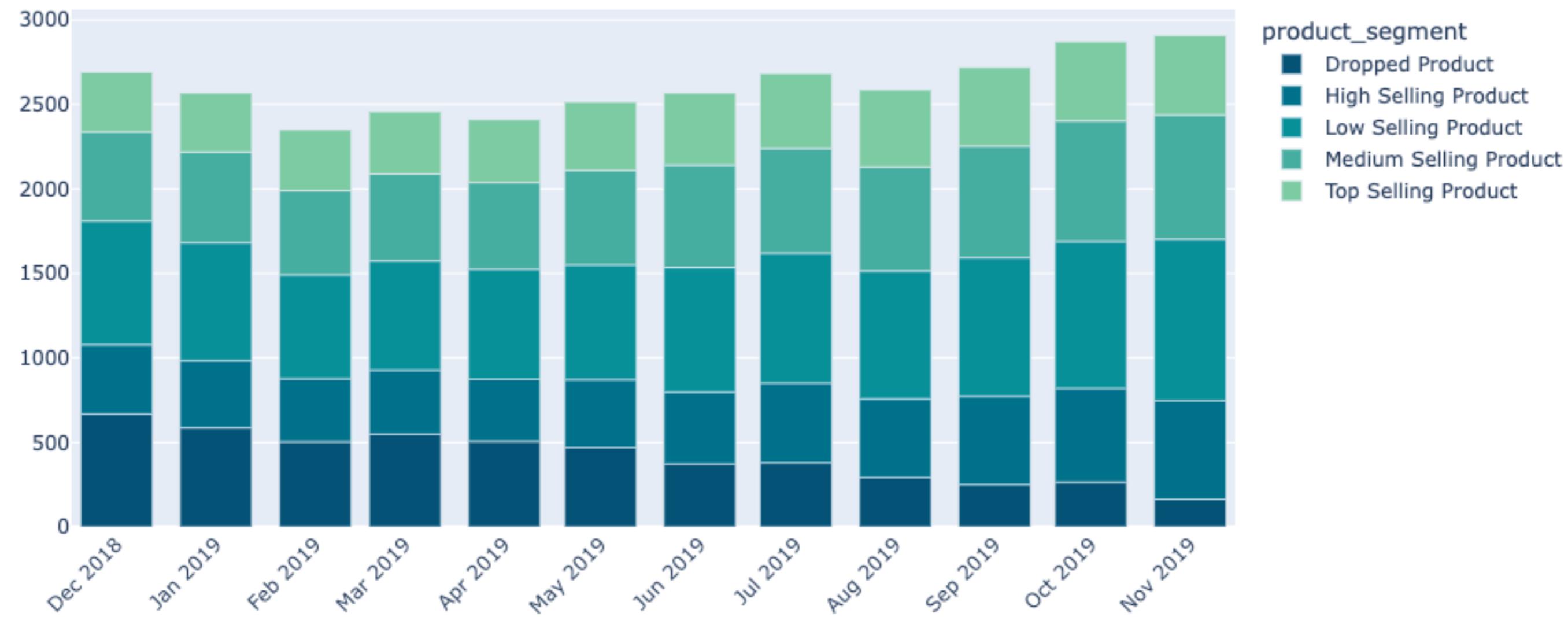
- PRODUCTS ARE RANKED BY:
  - THE LAST TIME THEY WERE PURCHASED;
  - THE FREQUENCY WITH WHICH THEY WERE BOUGHT;
  - SUM OF MONETARY VALUE FROM THIS PRODUCT THROUGHOUT ITS LIFETIME.
- THE HIGHEST OVERALL SCORE IS 5.
- DROPPED PRODUCTS HAD A SCORE OF 1.6 OR LOWER.
- LOW SELLING PRODUCTS HAD A SCORE OF 2.9 - 1.7.
- MEDIUM SELLING PRODUCTS OF 4 - 3.
- HIGH SELLING PRODUCTS HAD A SCORE RANGE OF 4 TO 4.4.
- TOP SELLING PRODUCTS HAD A SCORE THAT RANGES FROM 4.5 TO 5.
- MORE THAN 55% OF THE PRODUCT RANGE HAD A SCORE OF 2.9 AND LOWER.

# HOW DID PRODUCT SEGMENTATION SELL ?



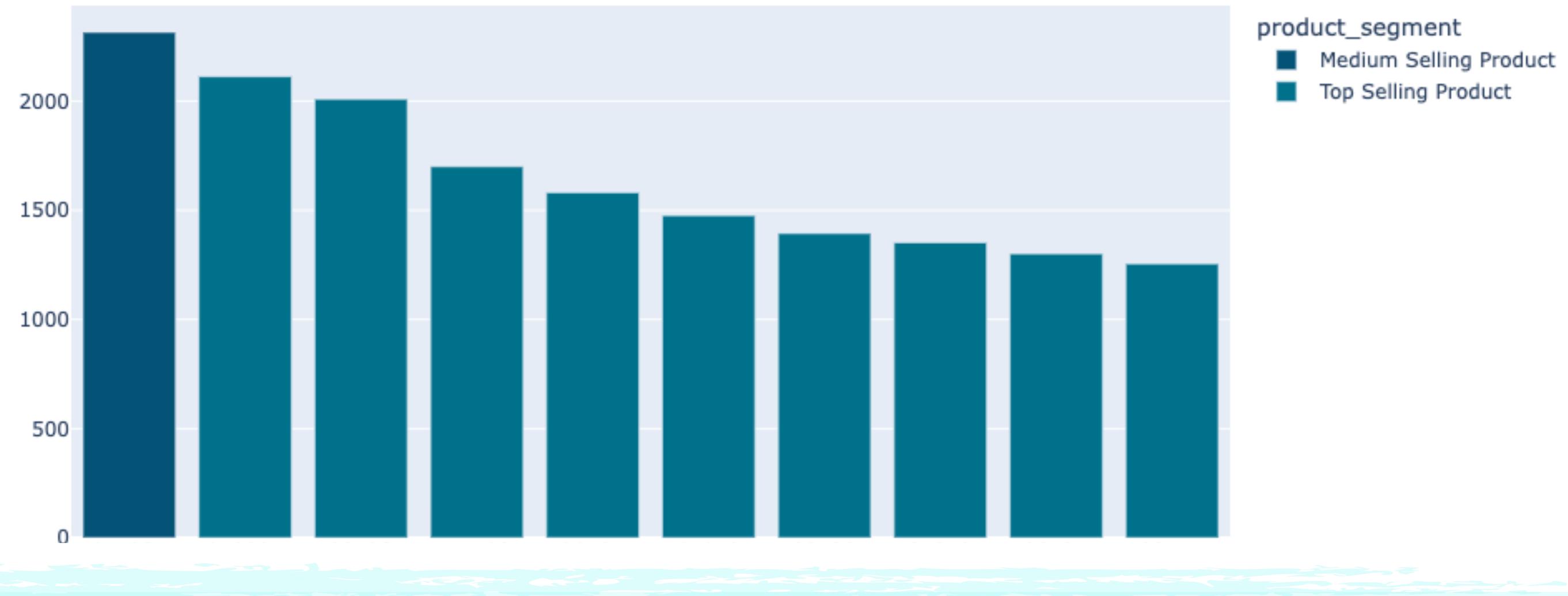
- DROPPED AND LOW SELLING PRODUCTS' SALES WERE STEADY AND IN FEWER NUMBERS THAN THE OTHER PRODUCT SEGMENTATIONS.
- HIGH SELLING PRODUCTS WERE BOUGHT FEWER TIMES THAN MEDIUM SELLING PRODUCTS. HOWEVER, THE SALES OF HIGH AND MEDIUM SELLING PRODUCTS WERE STEADY UNTIL AUGUST 2019 AND THEN THEY START TO CLIMB - BY THE END OF NOVEMBER 2019 THEIR SALES INCREASE BY MORE THAN 10,000 EACH.
- TOP SELLING PRODUCTS' SALES FLUCTUATE MORE THAN THE OTHER PRODUCT SEGMENTATIONS. HOWEVER, THEY ARE PURCHASED MOST OFTEN AND HAD THE STEEPEST CLIMB IN AUGUST 2019 - MORE THAN DOUBLING THEIR SALES BY NOVEMBER.
- NOTE THAT THERE WASN'T SUFFICIENT DATA ON SALES AFTER NOVEMBER 2019 TO SEE WHETHER THERE IS A DECLINE OR FURTHER INCREASE IN SALES OF TOP, HIGH AND MEDIUM SELLING PRODUCTS.

# VARIETY PER PRODUCT SEGMENTATION



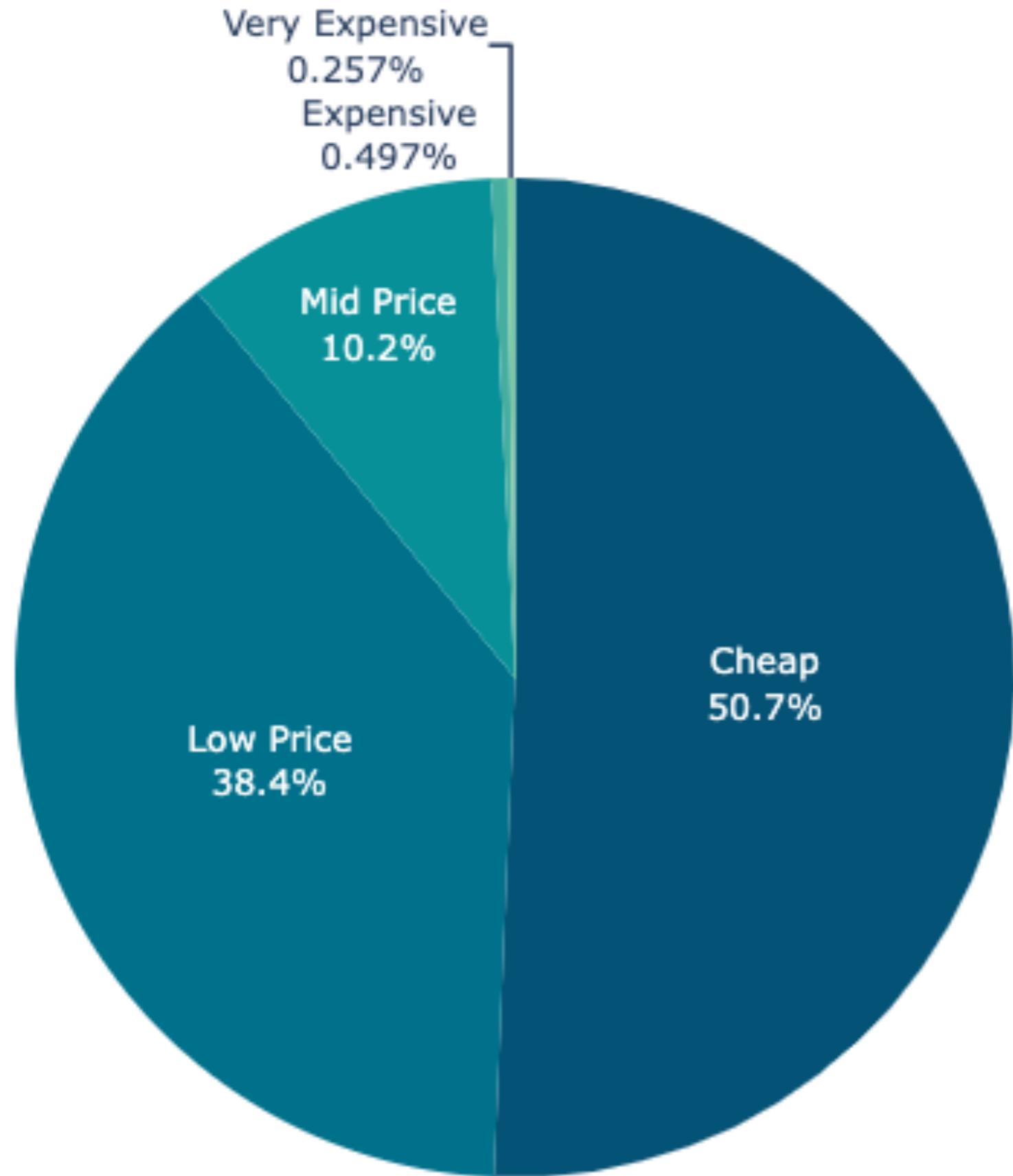
- THE HIGHEST VARIETY, CONSISTENTLY, IS OF THE LOW SELLING PRODUCTS.
- THE VARIETY OF THE DROPPED PRODUCTS DECREASED OVER THE PERIOD.
- TOP AND HIGH SELLING PRODUCTS INCREASED IN VARIETY OVER THE PERIOD.
- THE BIGGEST INCREASE IN VARIETY WAS FOR MEDIUM SELLING PRODUCTS.

# SEGMENTATION OF TOP 10 PRODUCTS



- OUT OF THE OVERALL TOP 10 BEST SELLING ITEMS - 9 OF THEM ARE TOP SELLING PRODUCTS.
- THE BEST SELLING PRODUCT, "WHITE HANGING HEART T-LIGHT HOLDER", IS A MEDIUM SELLING PRODUCT
- NONE OF THE TOP 10 BEST SELLING PRODUCTS IS A HIGH SELLING PRODUCTS.

# PRODUCTS PRICE CATEGORIES



- MORE THAN 50% OF THE PRODUCTS IN OUR PRODUCT RANGE ARE CONSIDERED “CHEAP” - AT \$3 OR LESS.
- ALMOST 40% OF THE PRODUCTS ARE CONSIDERED “LOW PRICED” AT \$3-\$10.
- ONLY 10% ARE “MID PRICED” BETWEEN \$10-\$35.
- LESS THAN 1% OF PRODUCTS IN THE PRODUCT RANGE ARE PRICED BETWEEN \$65 OR MORE AND ARE CONSIDERED EXPENSIVE/ VERY EXPENSIVE.

# RECOMMENDATIONS

- TOP SELLING PRODUCTS SEEM TO SELL THEMSELVES - THEY ARE BOUGHT MORE THROUGHOUT THE YEAR AND EXPERIENCE THE STEEPEST CLIMB IN SALES;
- PROMOTE HIGH SELLING PRODUCTS AND MEDIUM SELLING PRODUCTS, PRODUCTS WHOSE SALES INCREASE AROUND AUGUST - NINE OUT OF THE TOP 10 BEST SELLING ITEMS ARE MEDIUM SELLING PRODUCTS;
- MEDIUM SELLING PRODUCTS EXPERIENCED THE BIGGEST INCREASE IN VARIETY - MORE THAN TOP SELLING PRODUCTS AND HIGH SELLING PRODUCT. THESE ITEMS CAN BECOME TOP/HIGH SELLING PRODUCTS IN THE FUTURE;
- ITEMS IN FUN, HAPPY, COLORS AND DESIGNS SELL - RED, PINK, BLUE IN RETROSPOTS AND HEARTS!
- ITEMS THAT COST \$10 OR LESS AND IN BIG QUANTITIES AND VARIETY;
- ORDERS USUALLY COMPRIZE OF MORE THAN 20 DIFFERENT ITEMS AND, DEPENDING ON THE PRICE, THE QUANTITIES RANGE FROM 4-13 UNITS ON AVERAGE;
- DEALS OR DESIRABLE PACKAGES FOR CUSTOMERS CAN COMPRIZE OF A DESIGN OR A THEME (PERHAPS BIRTHDAY OR CHRISTMAS), CHEAP/LOW PRICED ITEMS THAT ARE EITHER TOP OR MEDIUM SELLING PRODUCTS - THIS WAY YOU CAN OFFER CUSTOMERS ITEMS THAT FIT WITH OTHER DESIRABLE ITEMS THAT THEY MIGHT HAVE NOT THOUGHT ABOUT.

