

TheLook e-Commerce Analysis

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AN IN-DEPTH... LOOK INTO THE CASE

TheLook e-Commerce Analysis

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Sample Distribution

To be noted that the sample is homogeneous and statistically significant

Total of Customers Registered

100.000

Active Customers

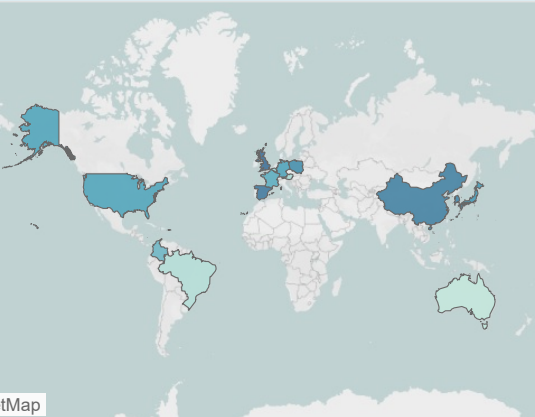
Inactive Customers

79.920

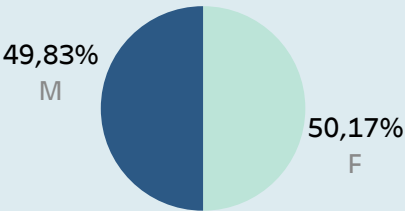
20.080

Interactive Map

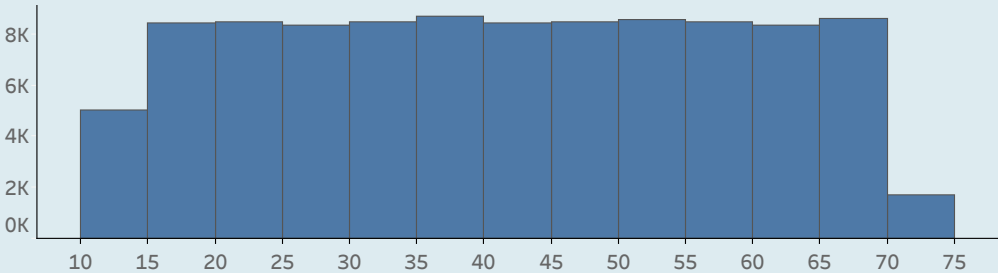
Countries from which our customers originate



Gender Distribution

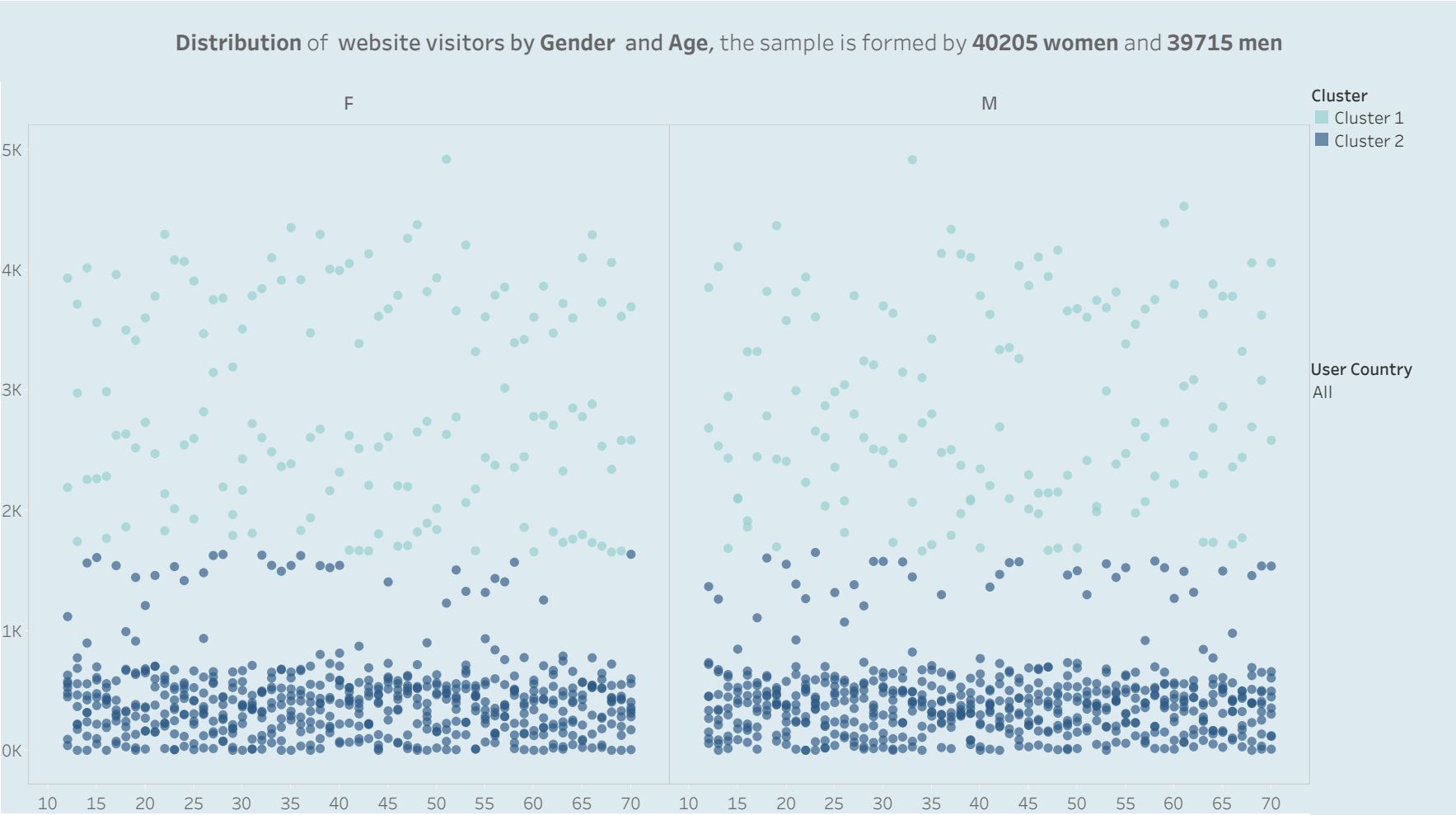


Age Distribution

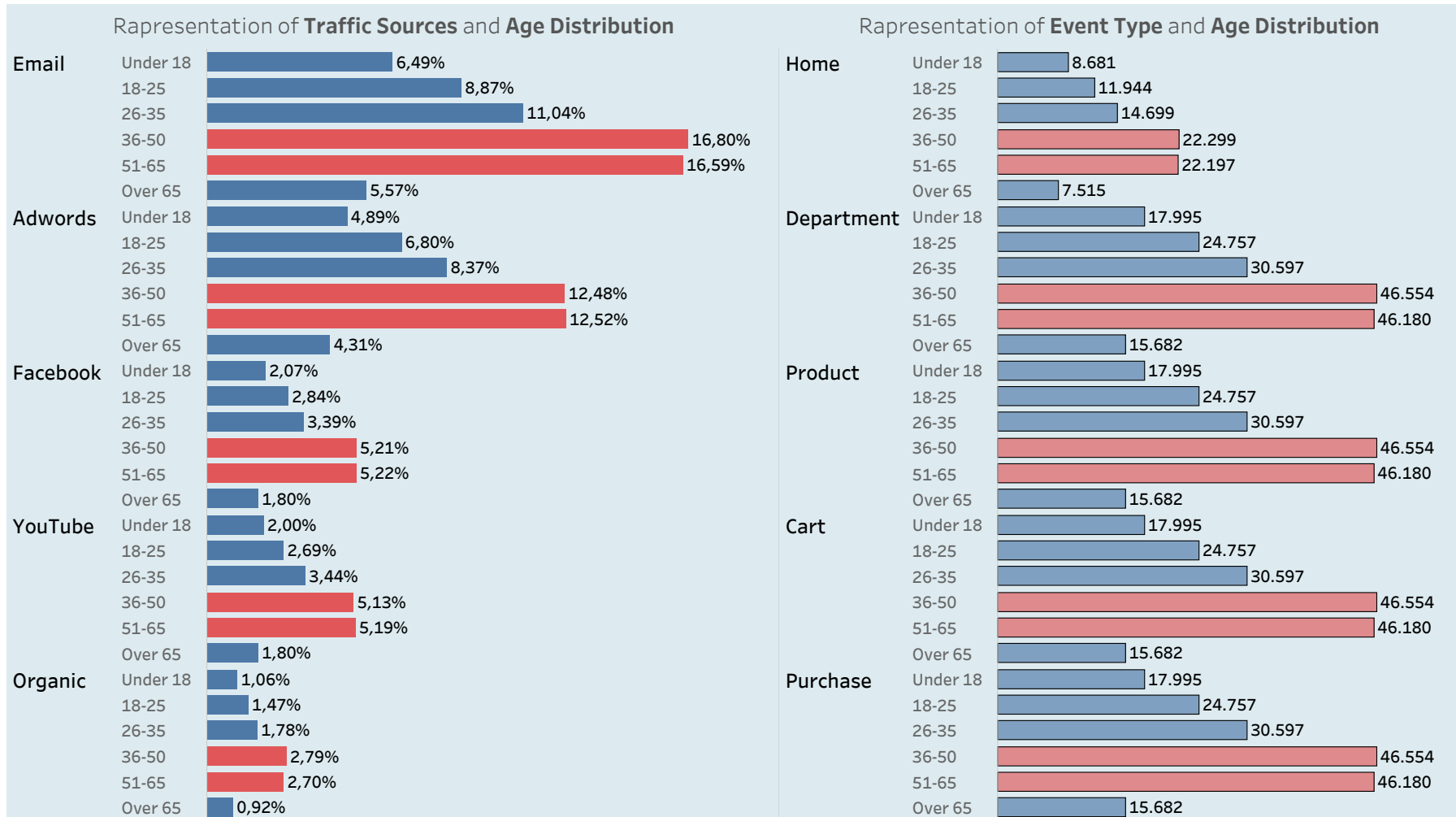


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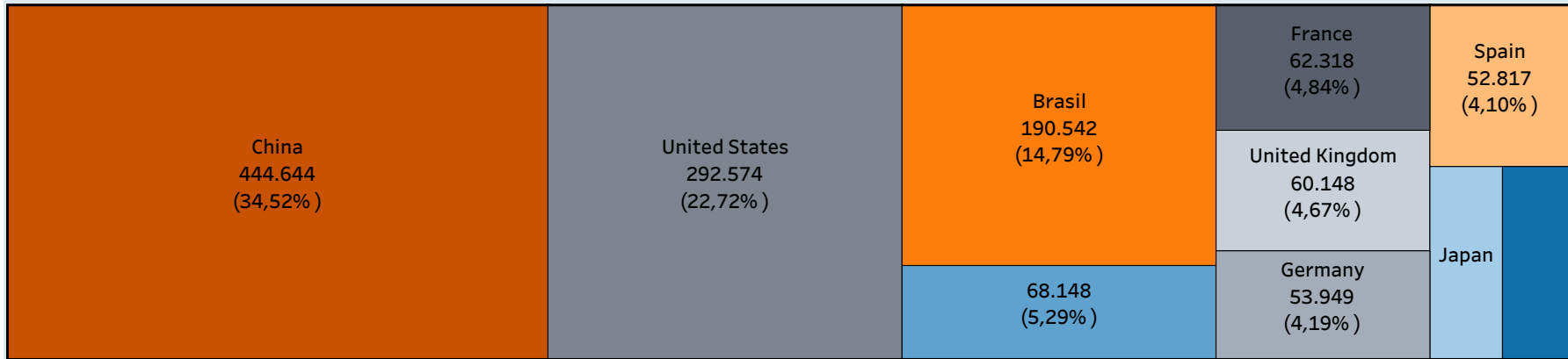


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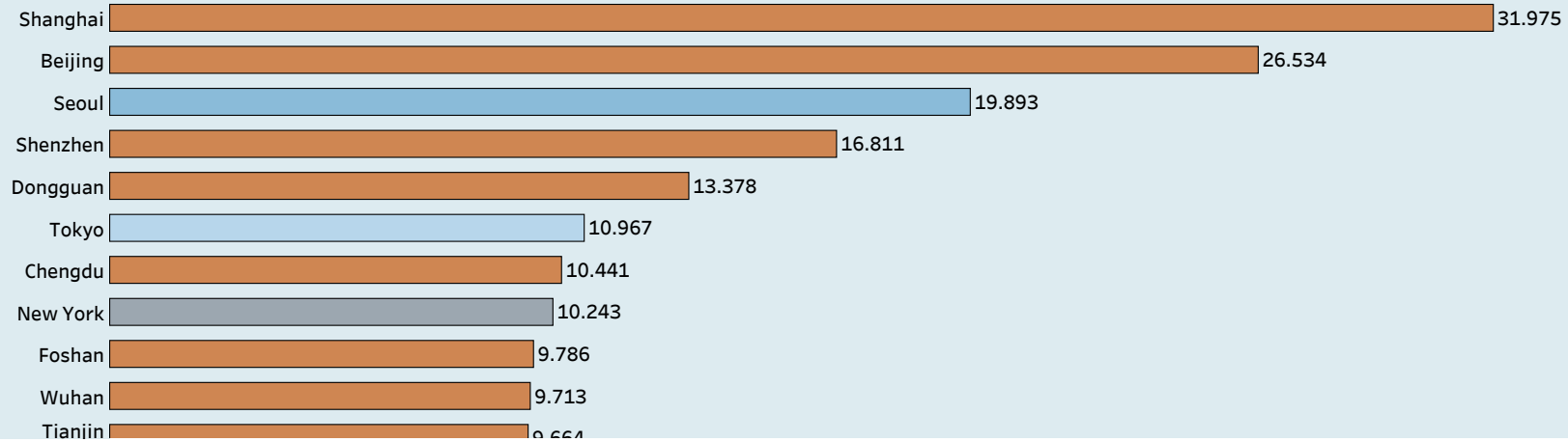
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Website Visualizations by Country (Top 10)

You can click on a Country to see its Top 10 Cities by Visualizations in the bar chart below



Cities Ranking based on Visualizations



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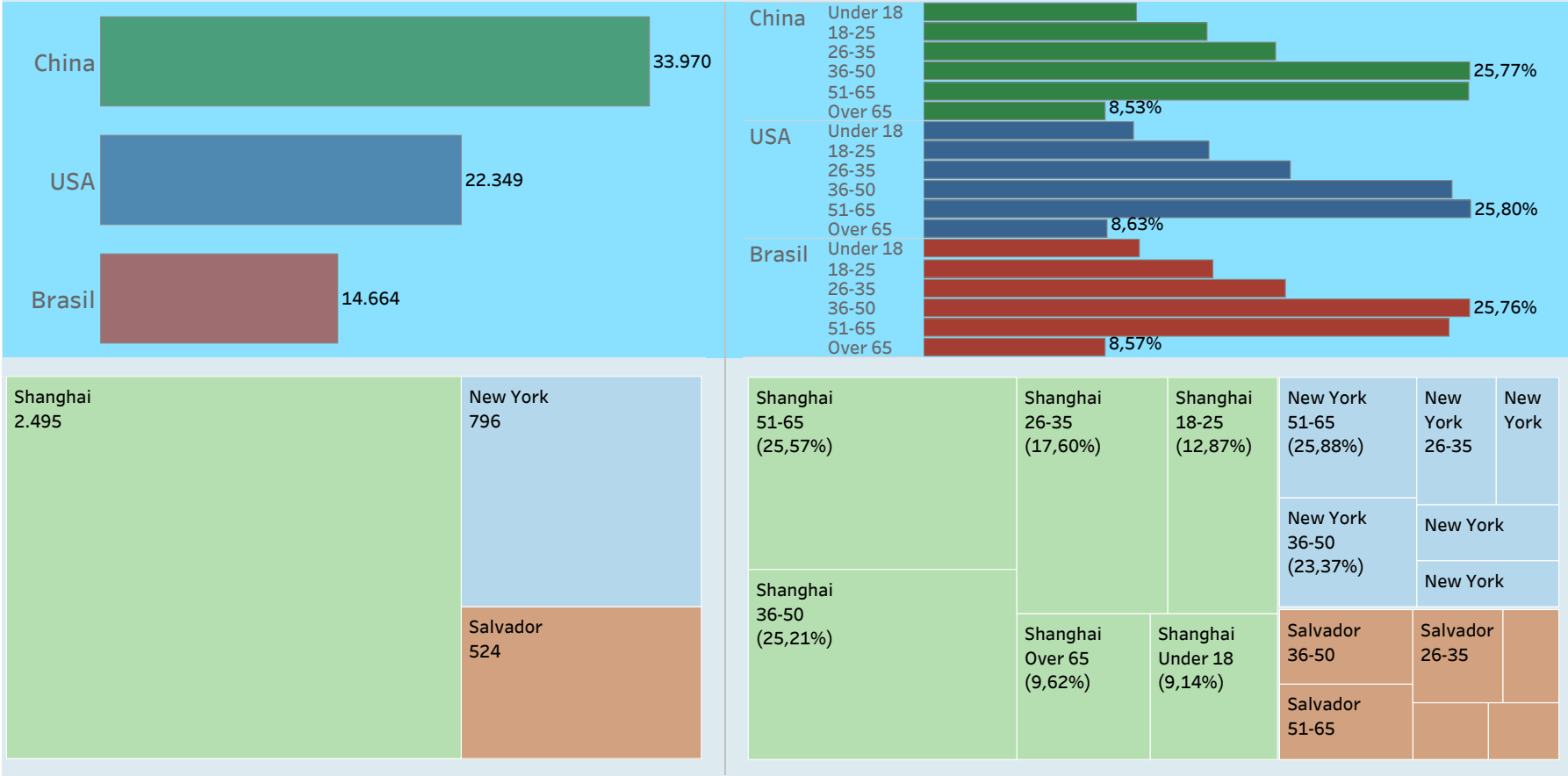
Analysis of **Top 3 Countries** and **Top City** for these Countries by **Number of Customers** and **Percentage of Customers by Age Group**

Number of Customers

You can hover over charts to see more info

Percentage of Customers by Age Group

You can hover over charts to see more info



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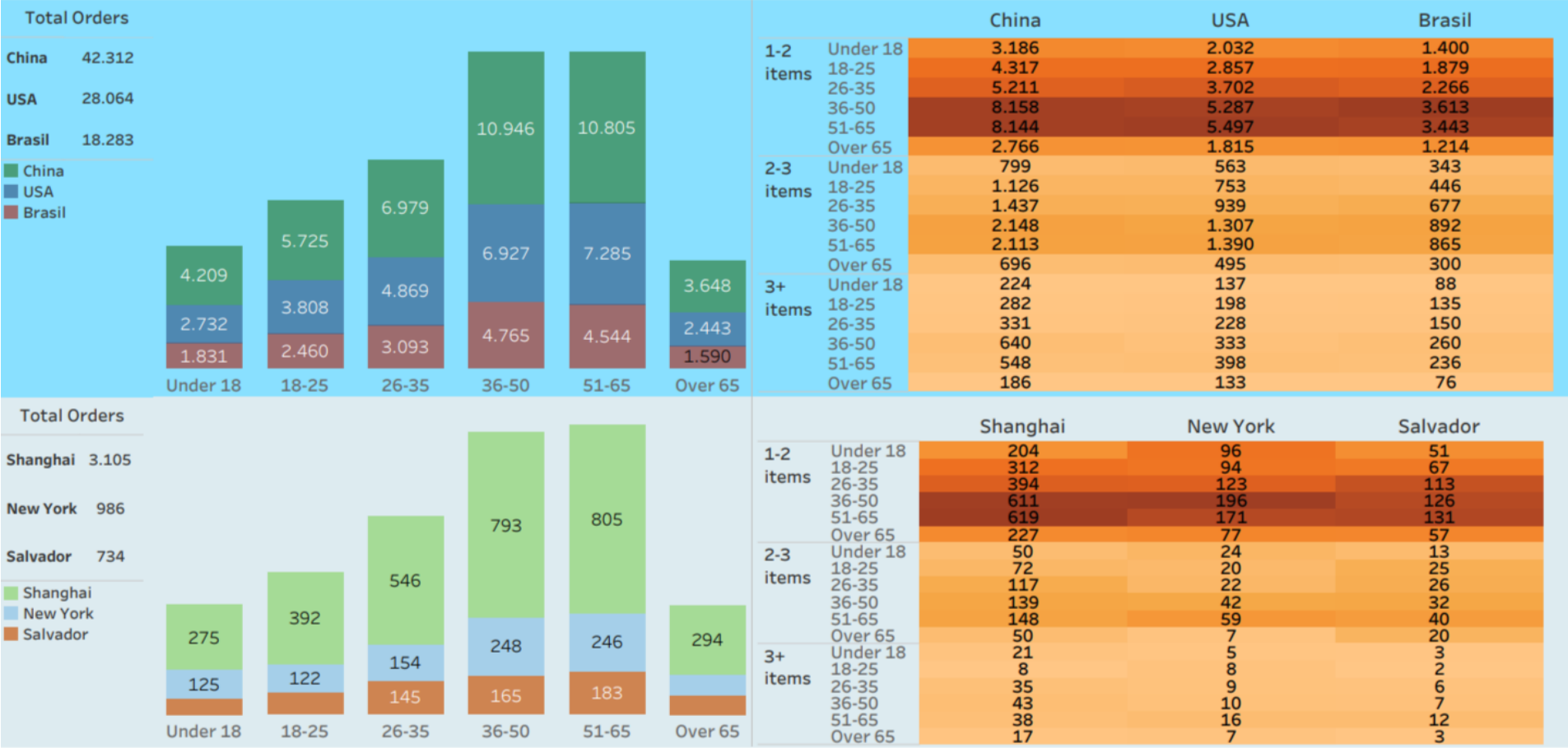
Analysis of Number of Orders by Age Group and Average Items per Order in Top 3 Countries and in Top City for these Countries

Number of Orders by Age Group

You can hover over bars to see more info

Number of Orders by Average Items per Order and Age Group

You can hover over the heat tables to see more info



Total Orders

Shanghai	3.105
New York	986
Salvador	734

Shanghai

New York

Salvador

Under 18

18-25

26-35

36-50

51-65

Over 65

275

392

546

793

805

294

125

122

154

248

246

294

125

122

145

165

183

294

1-2 items

2-3 items

3+ items

Under 18

18-25

26-35

36-50

51-65

Over 65

204

312

394

611

619

227

96

94

123

196

171

77

51

67

113

126

131

57

50

72

117

139

148

50

24

20

22

42

59

7

13

25

26

32

40

20

21

8

35

43

38

17

5

8

9

10

16

7

3

2

6

7

12

3

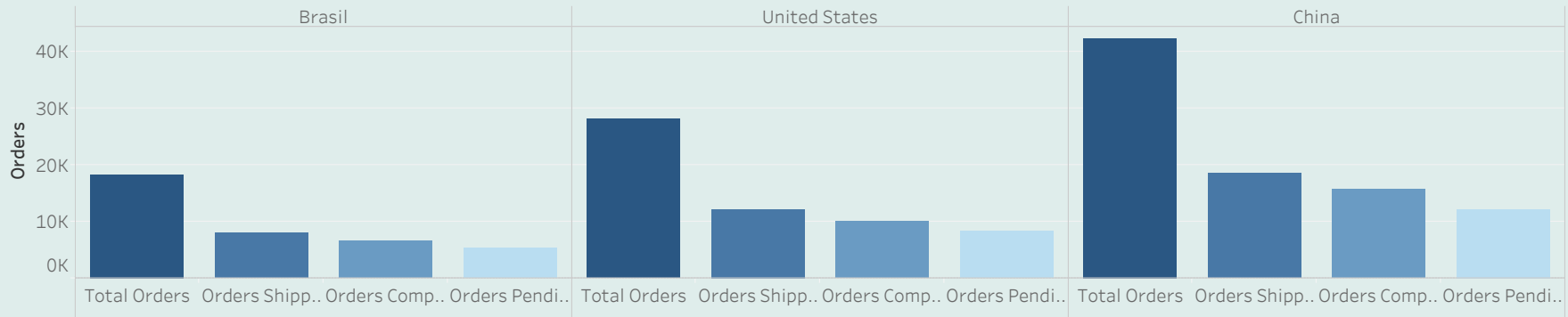
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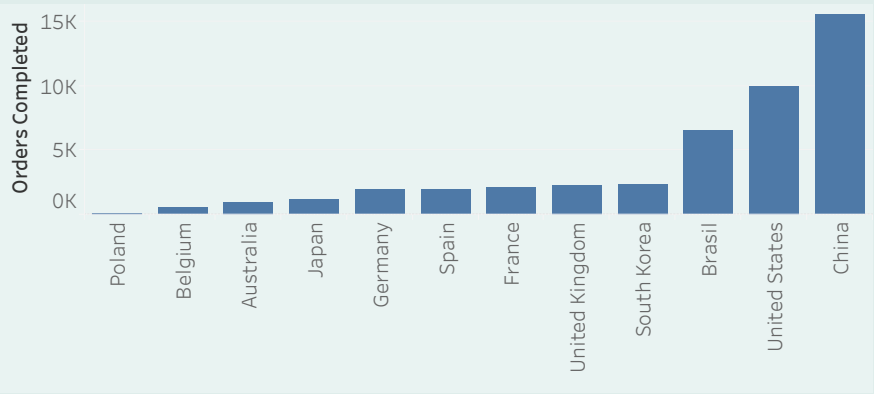
Status order

Overview

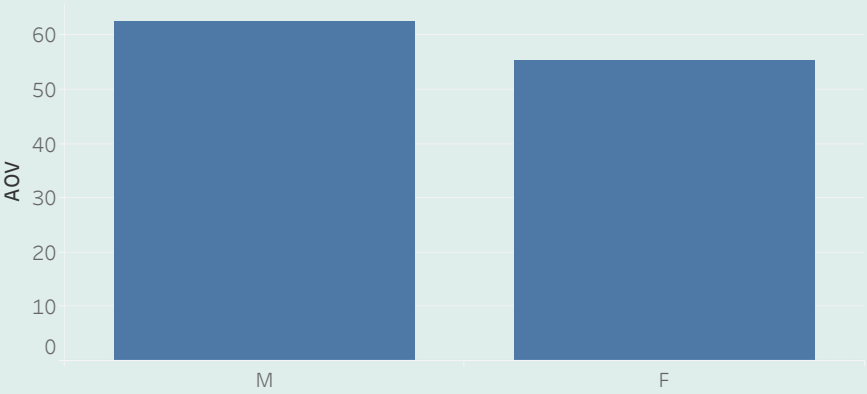
Top 3 countries



Distribution of completed orders for each country



Average amount spent by customers per transaction

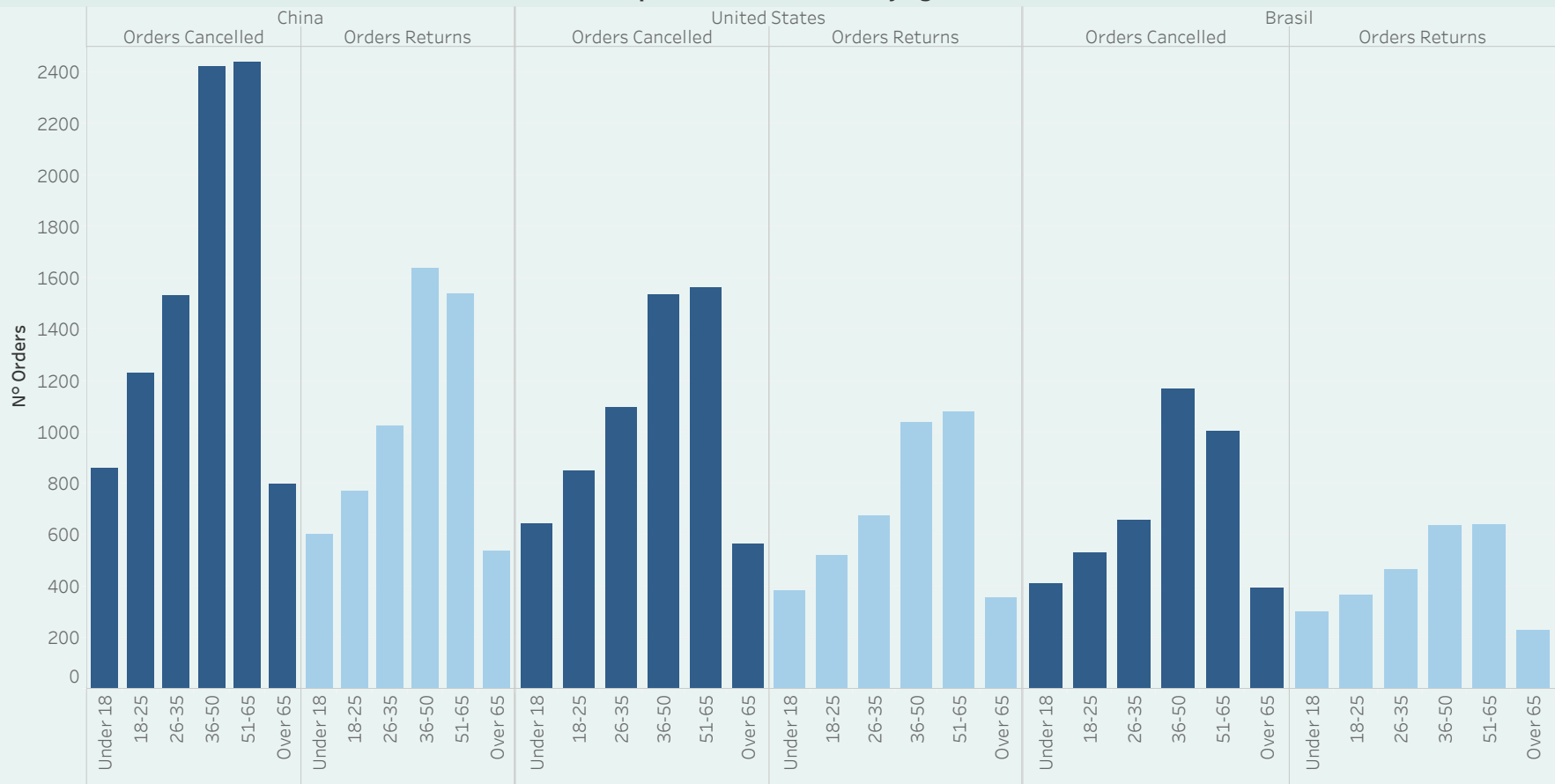


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Orders Cancelled and Returns

Trends in top 3 countries divided by age brackets



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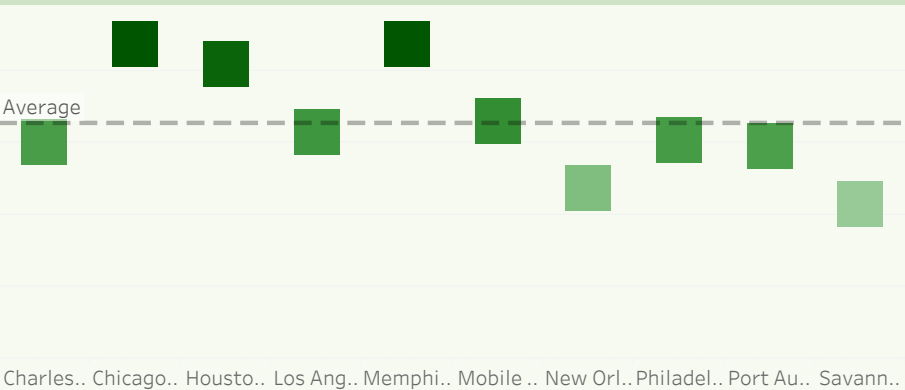
FILTER
Center Name
All

Distribution Center Analysis

Location of Distribution Centers



Net sales amount for each distribution center

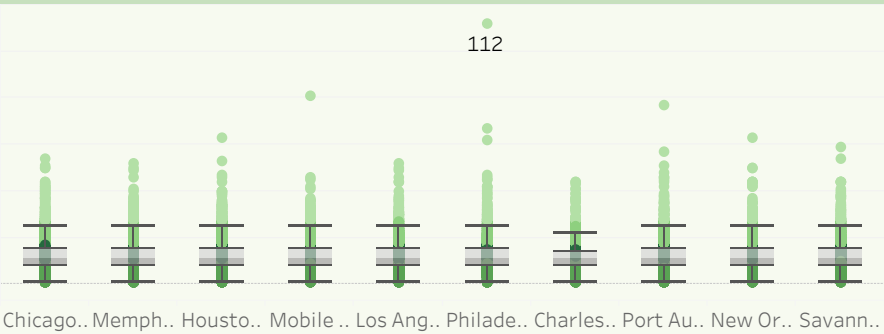


Ranking of Available Stock of Top 10 Product Category

The product categories are ordered in decreasing manner from the most sold category to the least sold one

	Chicago IL	Memphis TN	Houston TX	Mobile AL	Los Angel CA
Intimates	1	4	2	5	
Jeans	8	5	9	1	
Fashion Hoodies & S..	2	3	10	4	
Tops & Tees	8	1	2	5	
Swim	6	2	8	3	
Shorts	7	1	9	2	

Availability for each product (min availability=1)



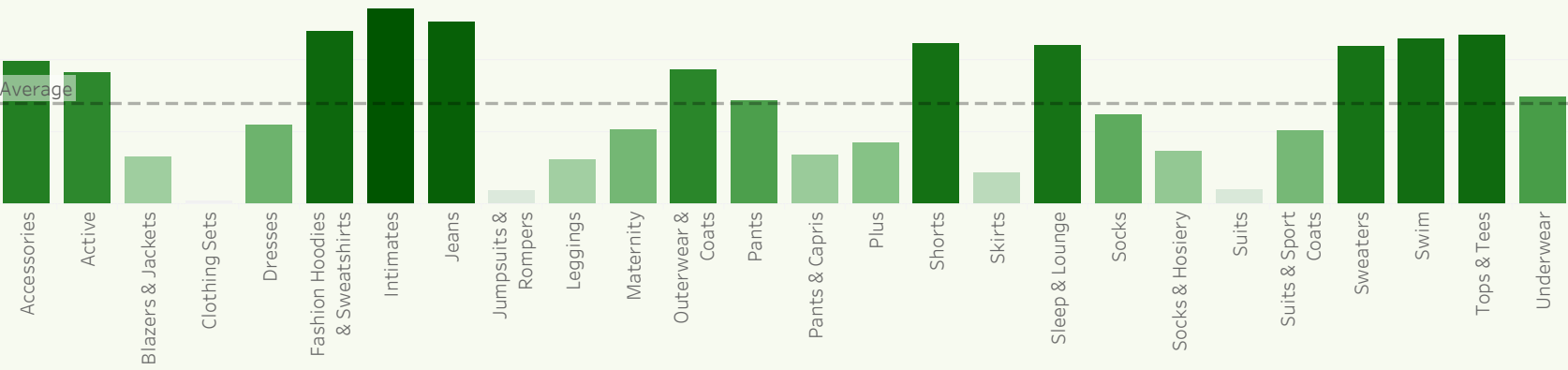
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Product Categories Analysis

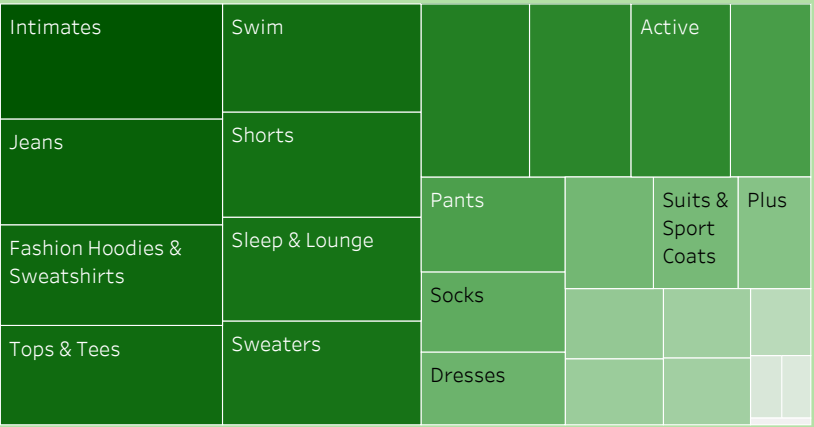
Category Sales Compared to Average

Hover on each bar to view purchases by department (**women** and **men**)

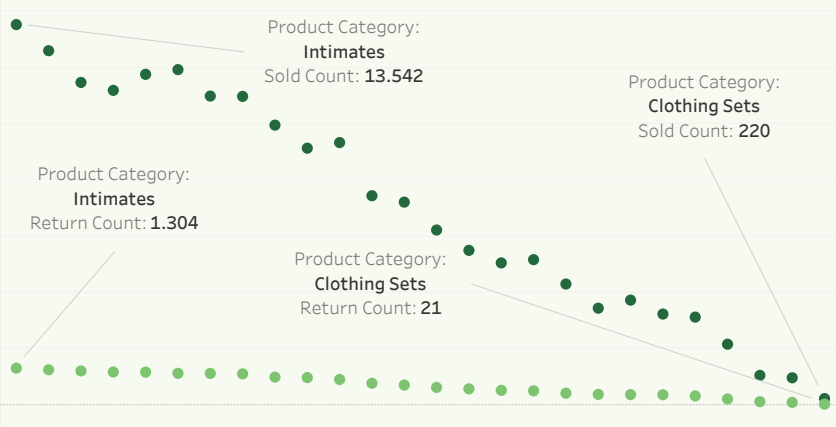


FILTER
Product Category
All

Total number and percentage of inventory items per category



Sold Count VS Return Count



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Product Performance: A quick overview over our last 4 years (2019 - 2023)

Total **products sold**

968.821

Products **number & distribution**

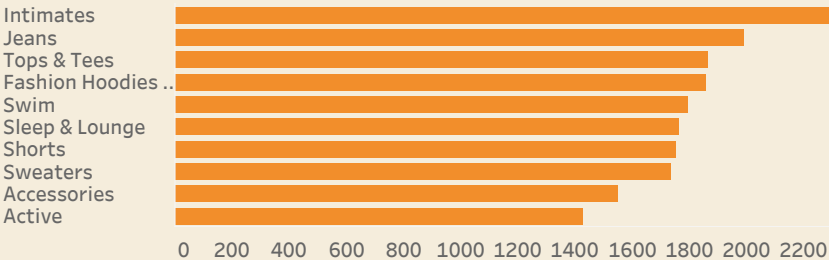
28978 Products
2749 Brands..

Total **Profit (USD)**

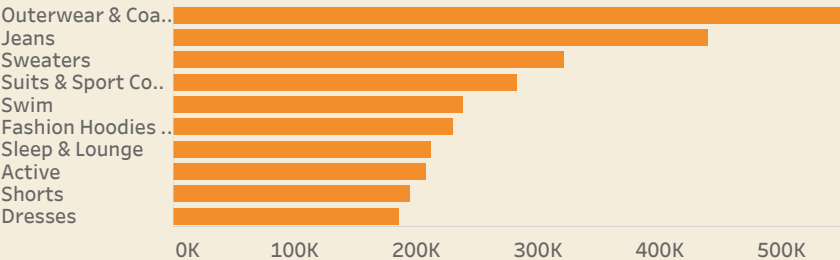
4.188.897

Number of Products per Category..

Top N c..¹⁰



Total Profit per Category..



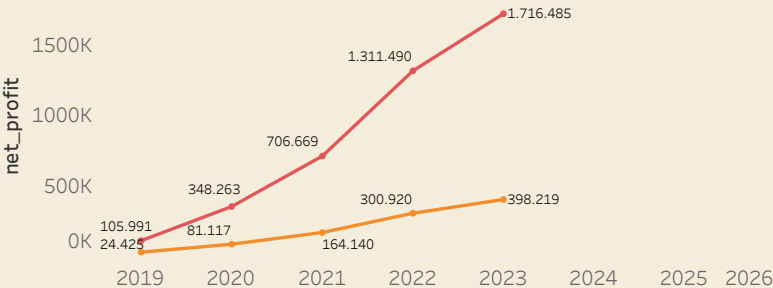
Best selling brand

Allegra K 31.926

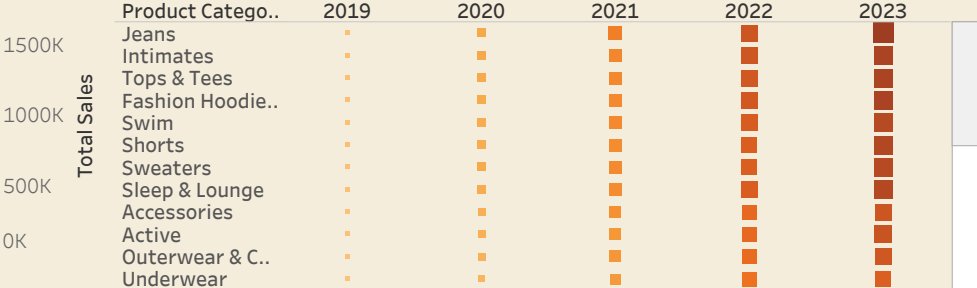
Worst selling brand

Billionaire Boys Club 1

Sales and Profit over time



Category Sales over time



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APPENDIX

Product Performance: an interactive in-depth analysis

This map below shows **total sales by country**. **Darker red** indicates higher sales. **Click on a country** to filter all charts by it.

This treemap below shows total profit by product category. **Darker red** indicates higher profit. **Click on a category** (CTRL + click to select multiple) to filter.

