

# 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

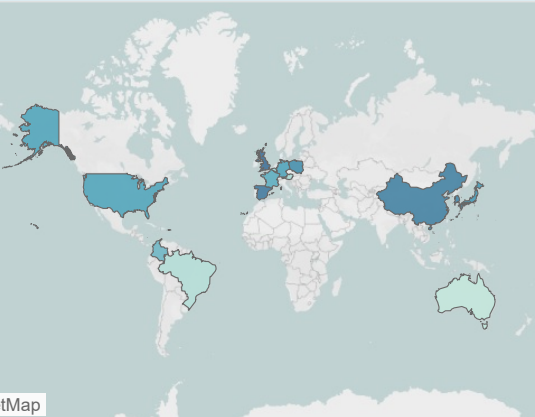
Inactive Customers

79.920

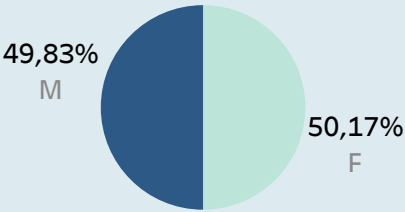
20.080

### Interactive Map

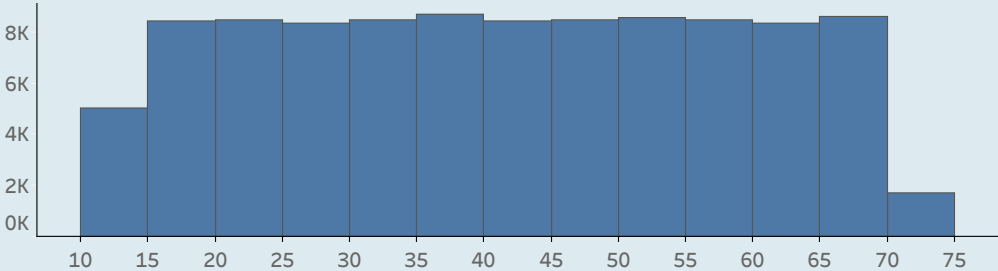
Countries from which our customers originate



### Gender Distribution



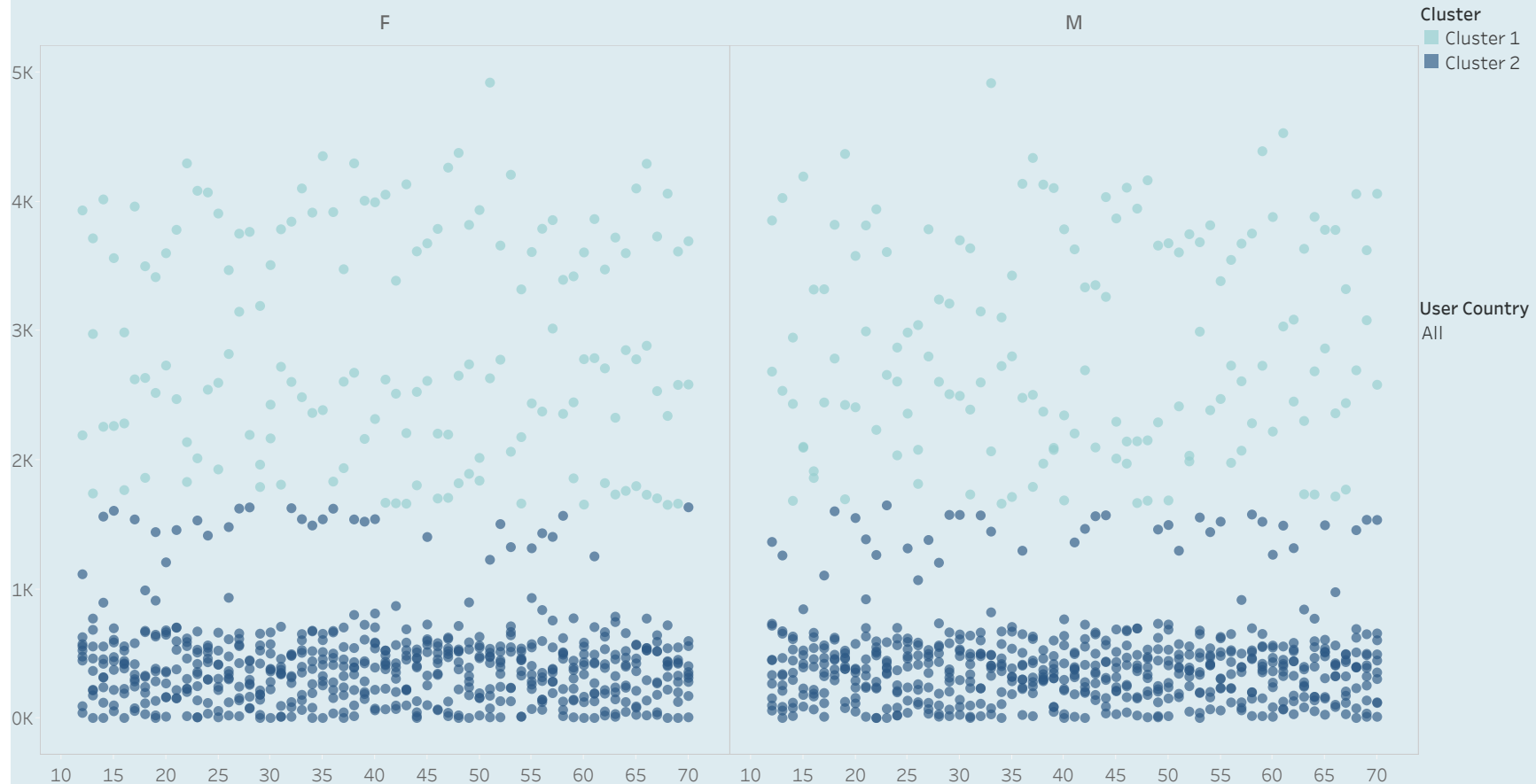
### Age Distribution



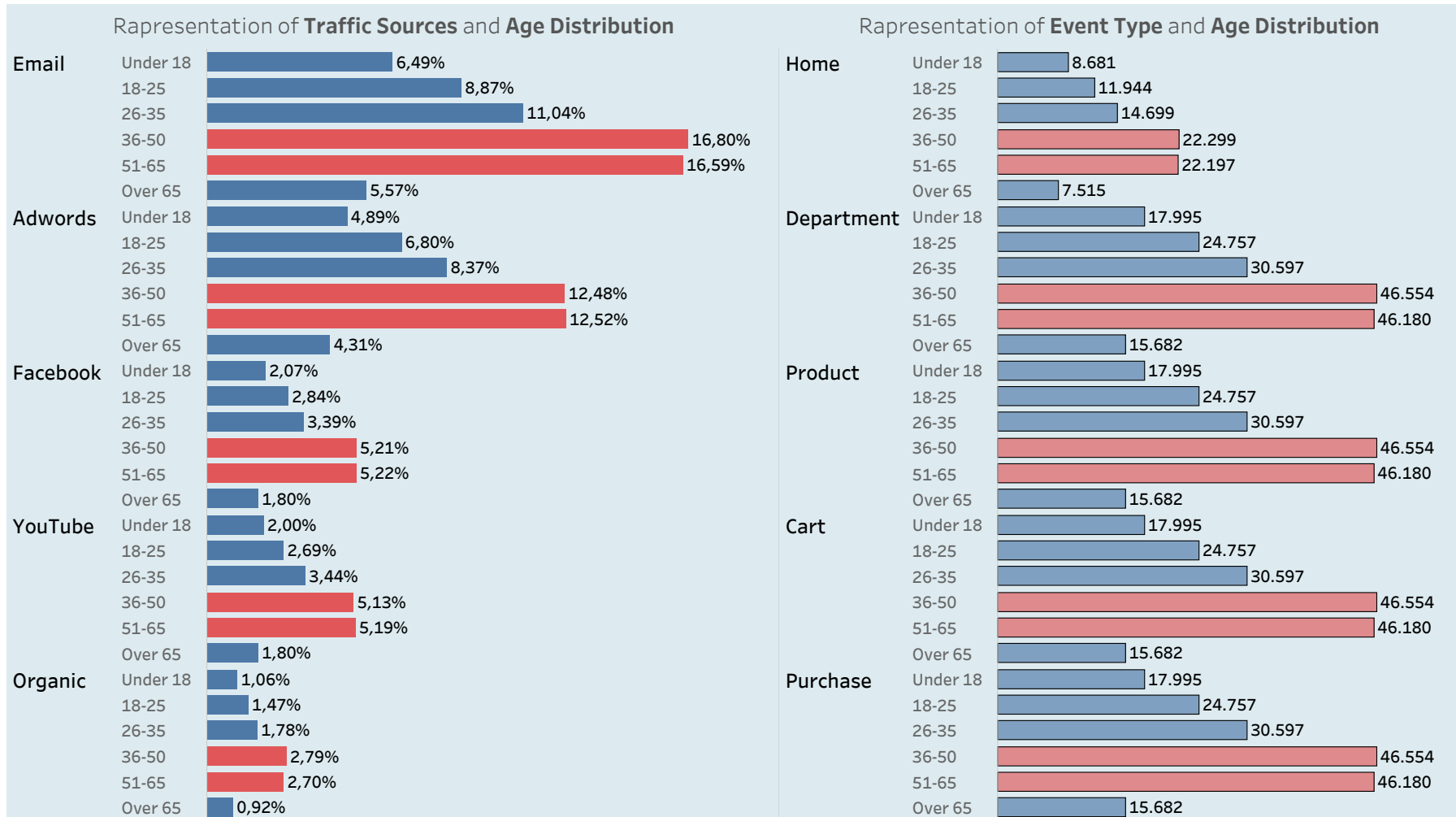
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Distribution of website visitors by **Gender** and **Age**, the sample is formed by **40205 women** and **39715 men**



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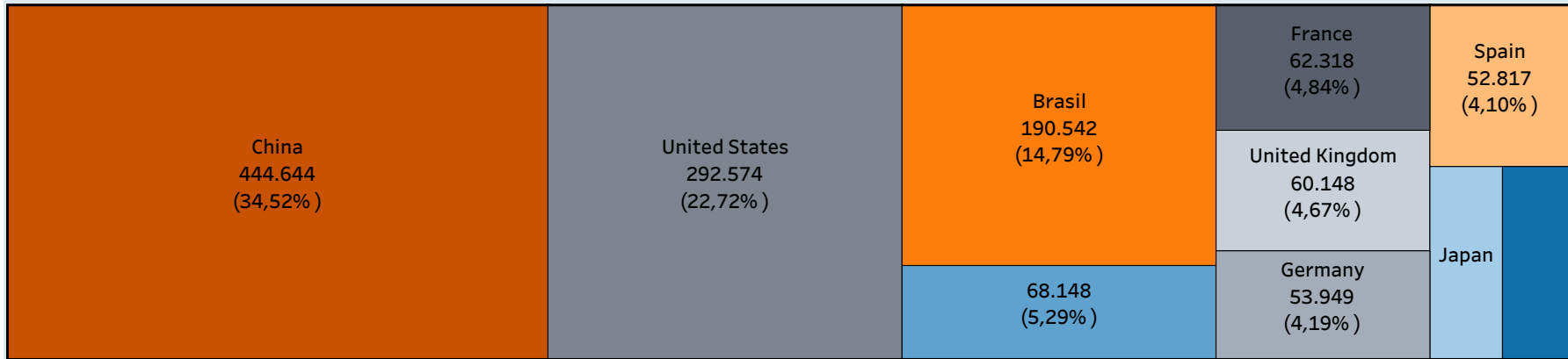


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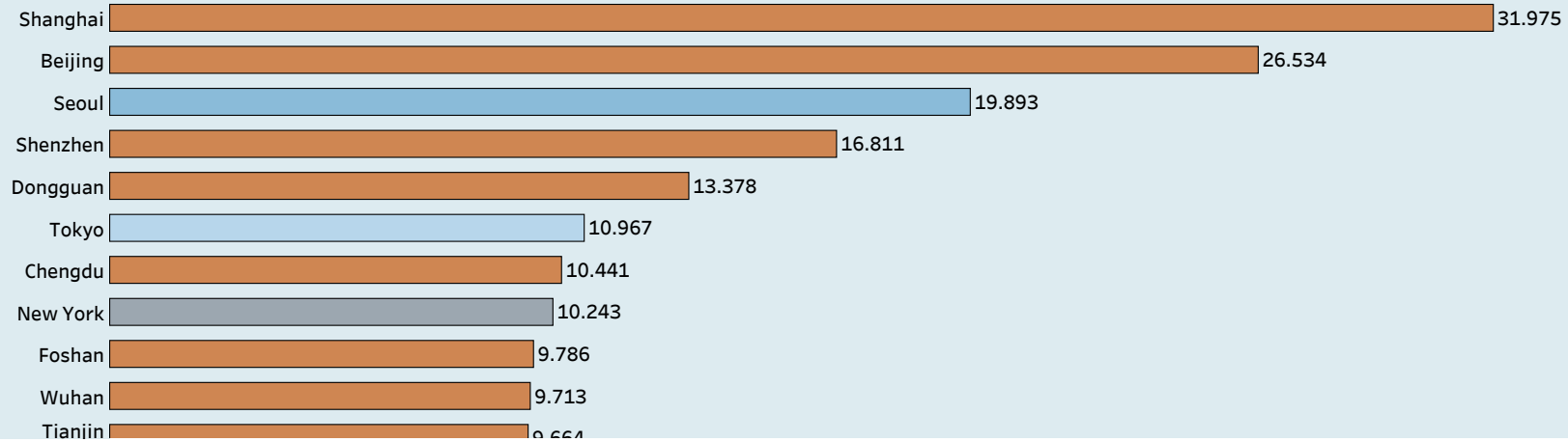
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## Website Visualizations by Country (Top 10)

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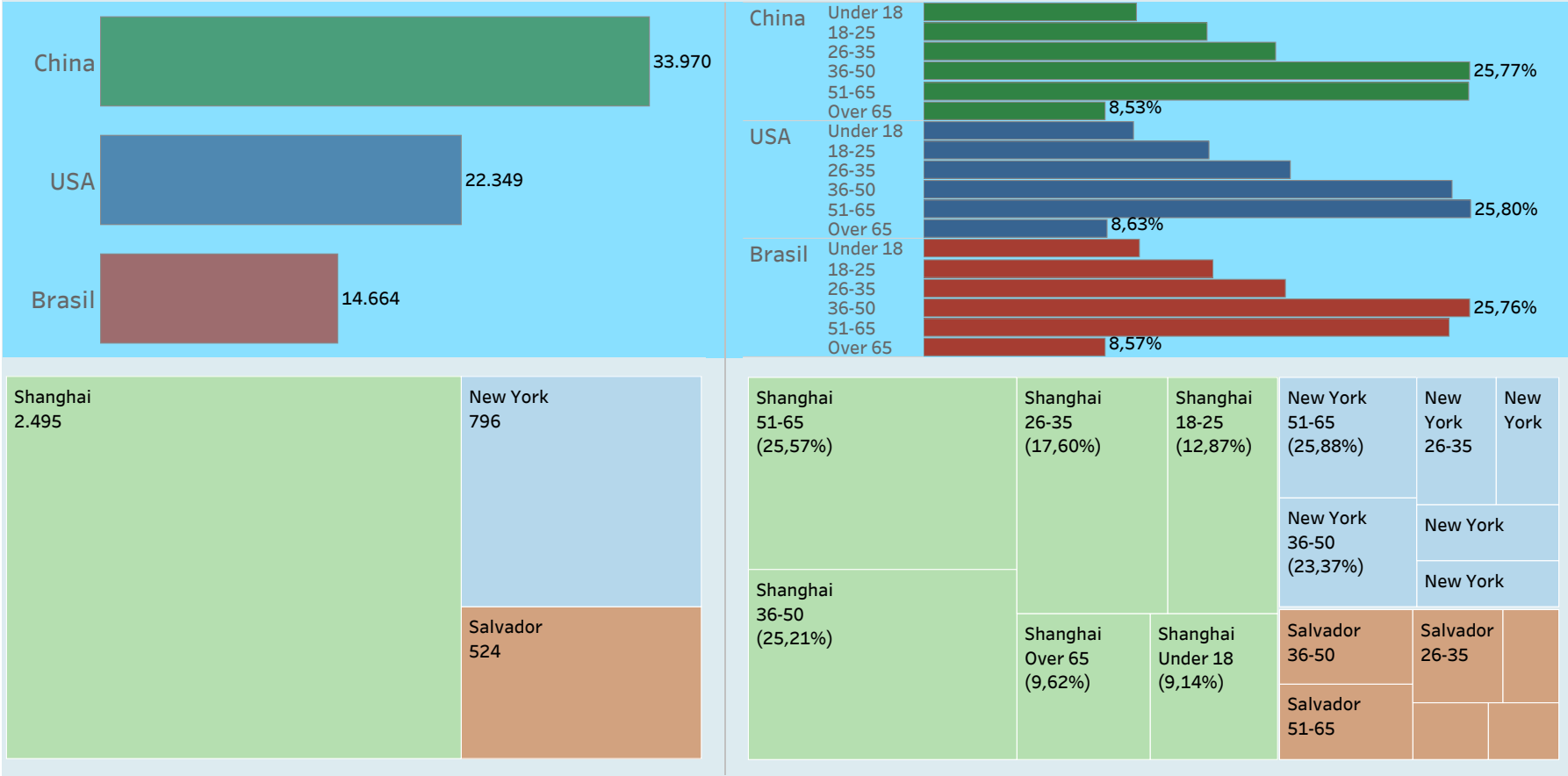
Analysis of **Top 3 Countries** and **Top City** for these Countries by **Number of Customers** and **Percentage of Customers by Age Group**

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



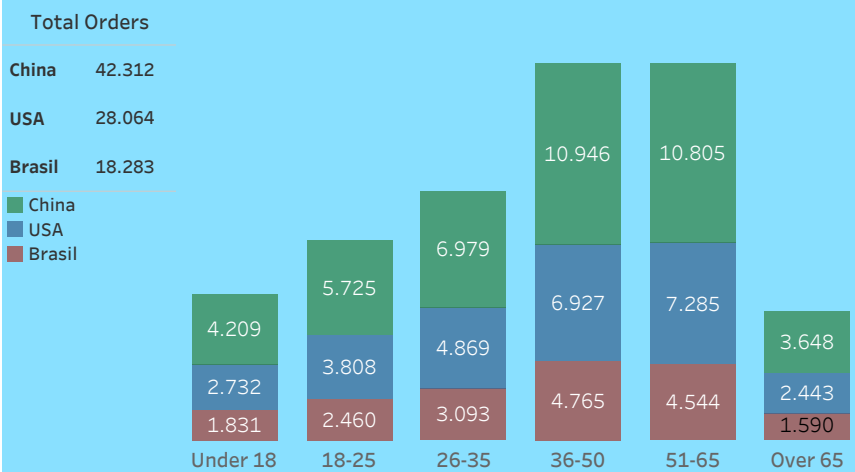
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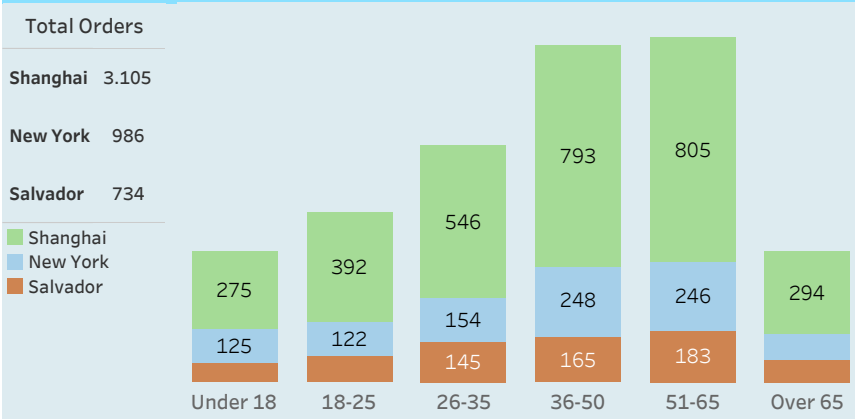
Analysis of Number of Orders by Age Group and Average Items per Order in Top 3 Countries and in Top City for these Countries

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



		China	USA	Brasil
1-2 items	Under 18	3.186	2.032	1.400
	18-25	4.317	2.857	1.879
	26-35	5.211	3.702	2.266
	36-50	8.158	5.287	3.613
	51-65	8.144	5.497	3.443
	Over 65	2.766	1.815	1.214
2-3 items	Under 18	799	563	343
	18-25	1.126	753	446
	26-35	1.437	939	677
	36-50	2.148	1.307	892
	51-65	2.113	1.390	865
	Over 65	696	495	300
3+ items	Under 18	224	137	88
	18-25	282	198	135
	26-35	331	228	150
	36-50	640	333	260
	51-65	548	398	236
	Over 65	186	133	76



		Shanghai	New York	Salvador
1-2 items	Under 18	204	96	51
	18-25	312	94	67
	26-35	394	123	113
	36-50	611	196	126
	51-65	619	171	131
	Over 65	227	77	57
2-3 items	Under 18	50	24	13
	18-25	72	20	25
	26-35	117	22	26
	36-50	139	42	32
	51-65	148	59	40
	Over 65	50	7	20
3+ items	Under 18	21	5	3
	18-25	8	8	2
	26-35	35	9	6
	36-50	43	10	7
	51-65	38	16	12
	Over 65	17	7	3

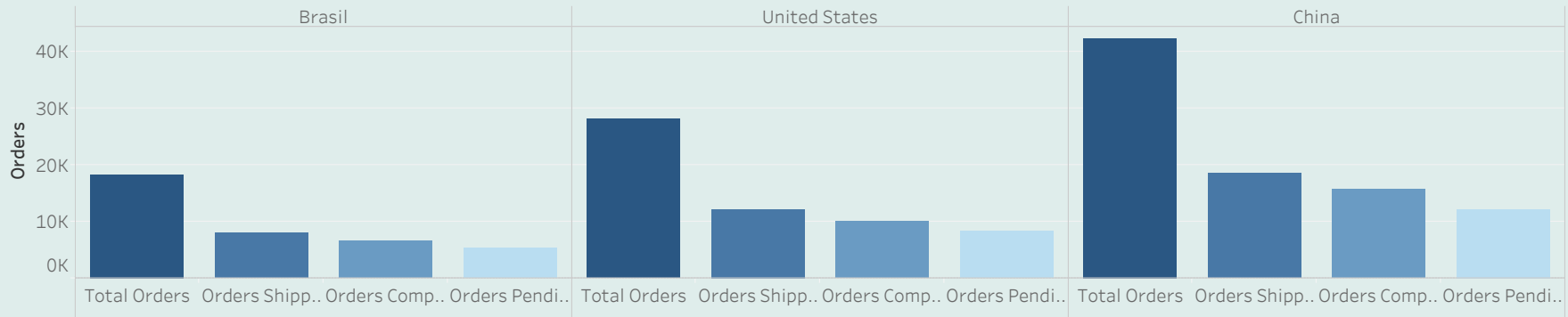
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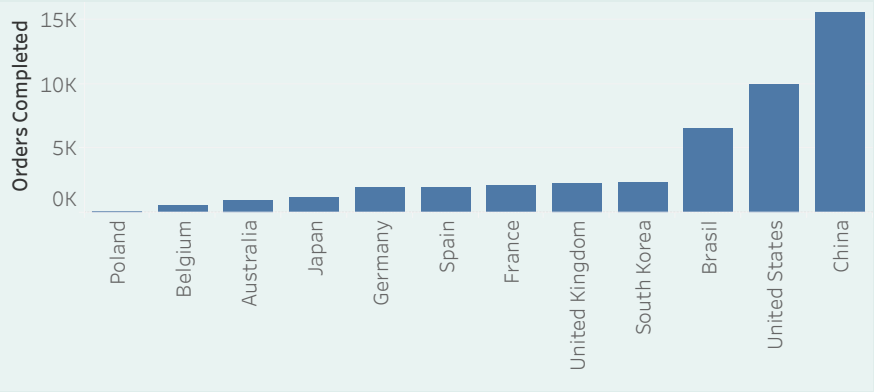
## Status order

### Overview

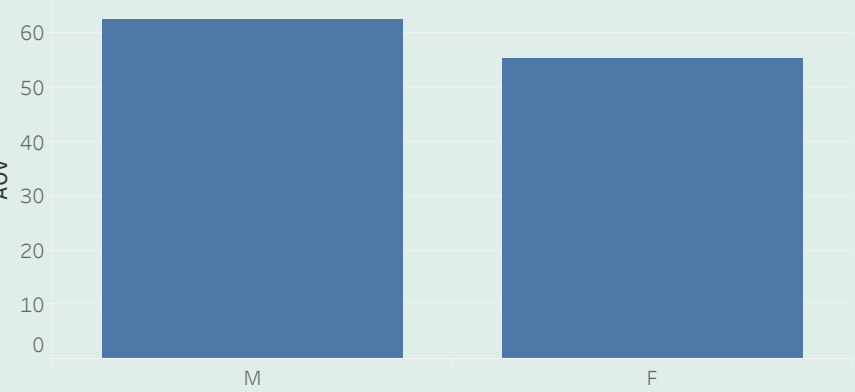
#### Top 3 countries



### Distribution of completed orders for each country



### Average amount spent by customers per transaction



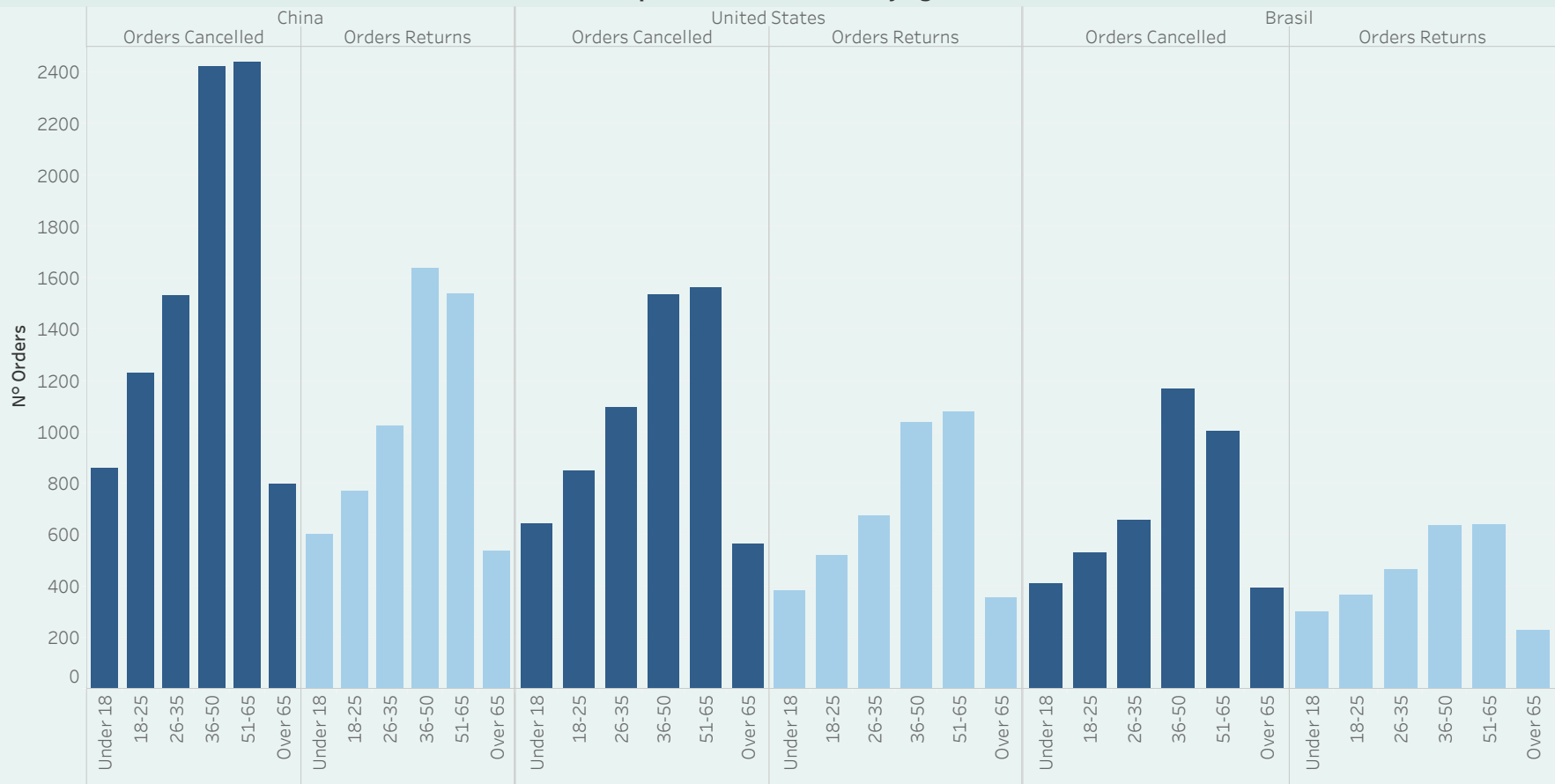


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## Orders Cancelled and Returns

Trends in top 3 countries divided by age brackets



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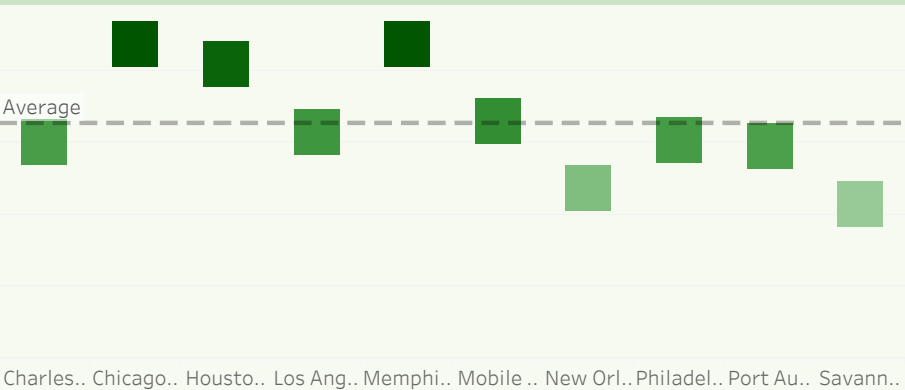
FILTER  
Center Name  
All

## Distribution Center Analysis

Location of Distribution Centers



Net sales amount for each distribution center

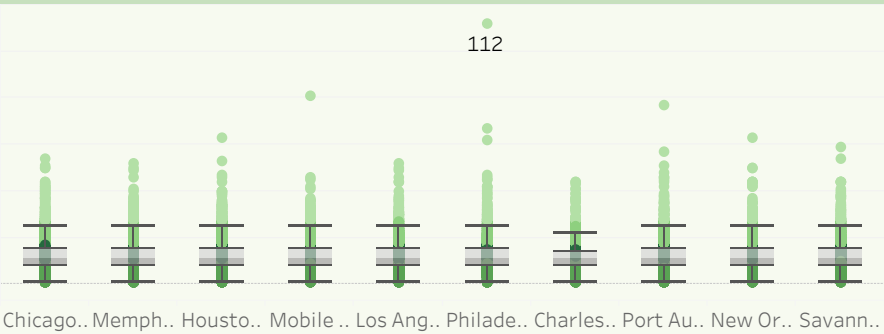


### Ranking of Available Stock of Top 10 Product Category

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)



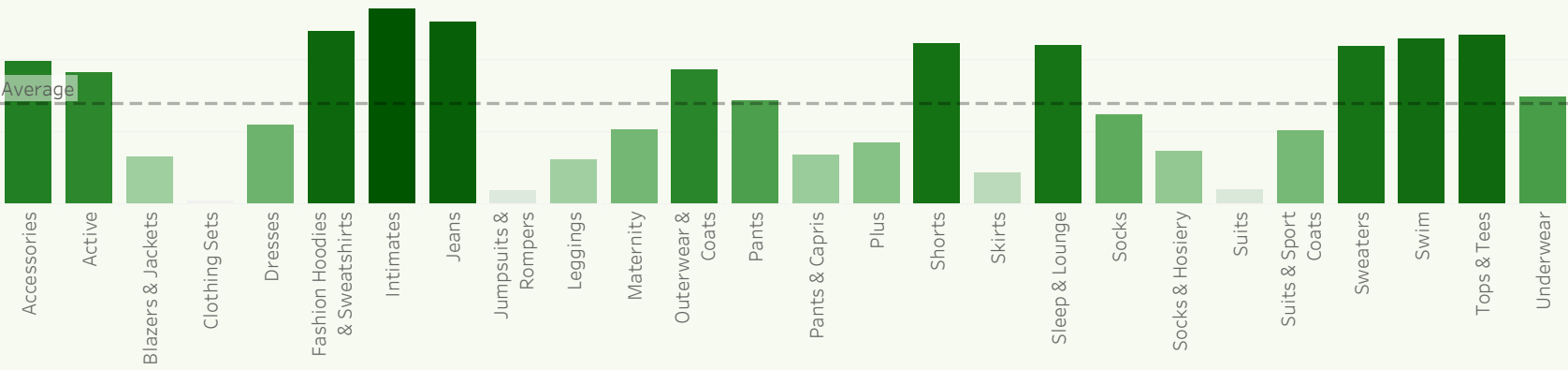
# TheLook e-Commerce Analysis

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## Product Categories Analysis

### Category Sales Compared to Average

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

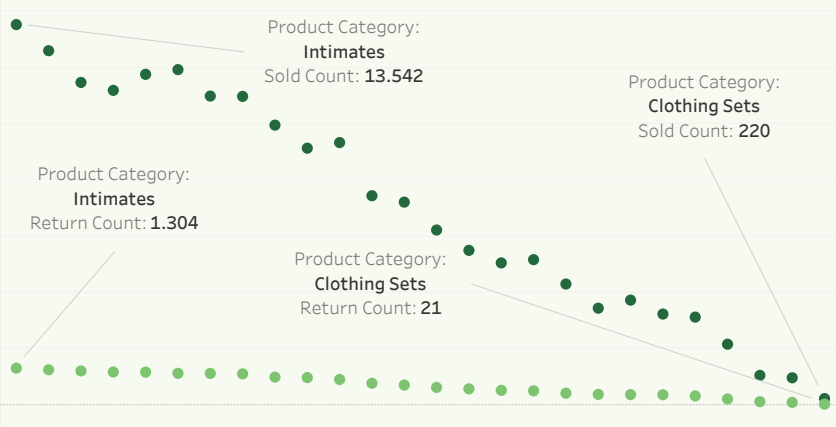


FILTER  
Product  
Category  
All

### 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**

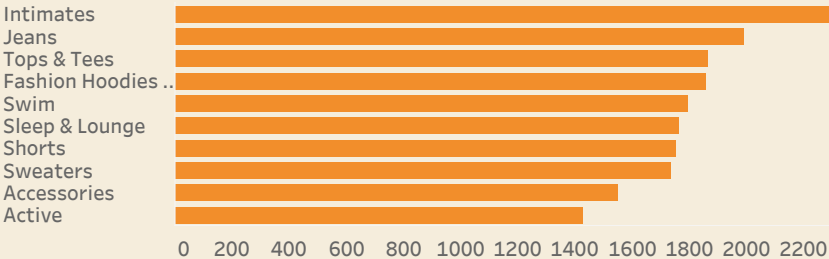
**28978 Products**  
**2749 Brands..**

Total **Profit (USD)**

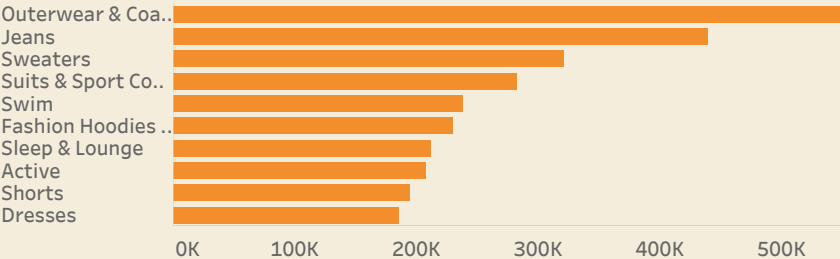
**4.188.897**

**Number of Products per Category..**

Top N c..<sup>10</sup>



**Total Profit per Category..**



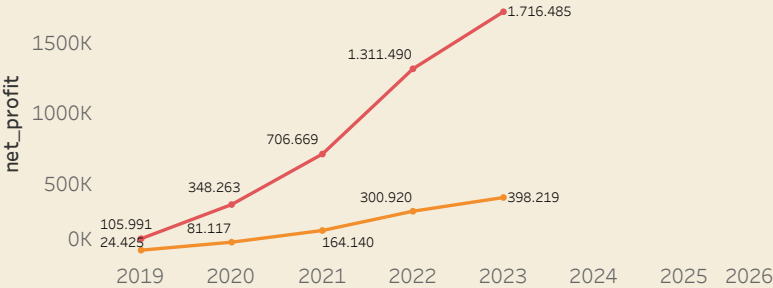
**Best selling brand**

**Allegra K 31.926**

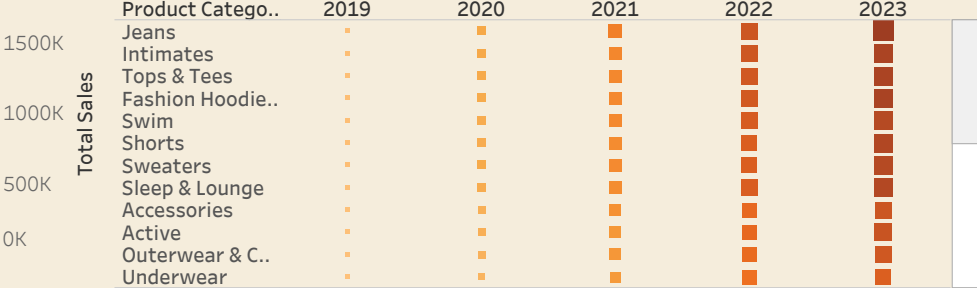
**Worst selling brand**

**Billionaire Boys Club 1**

**Sales and Profit over time**



**Category Sales over time**



# TheLook e-Commerce Analysis

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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.

