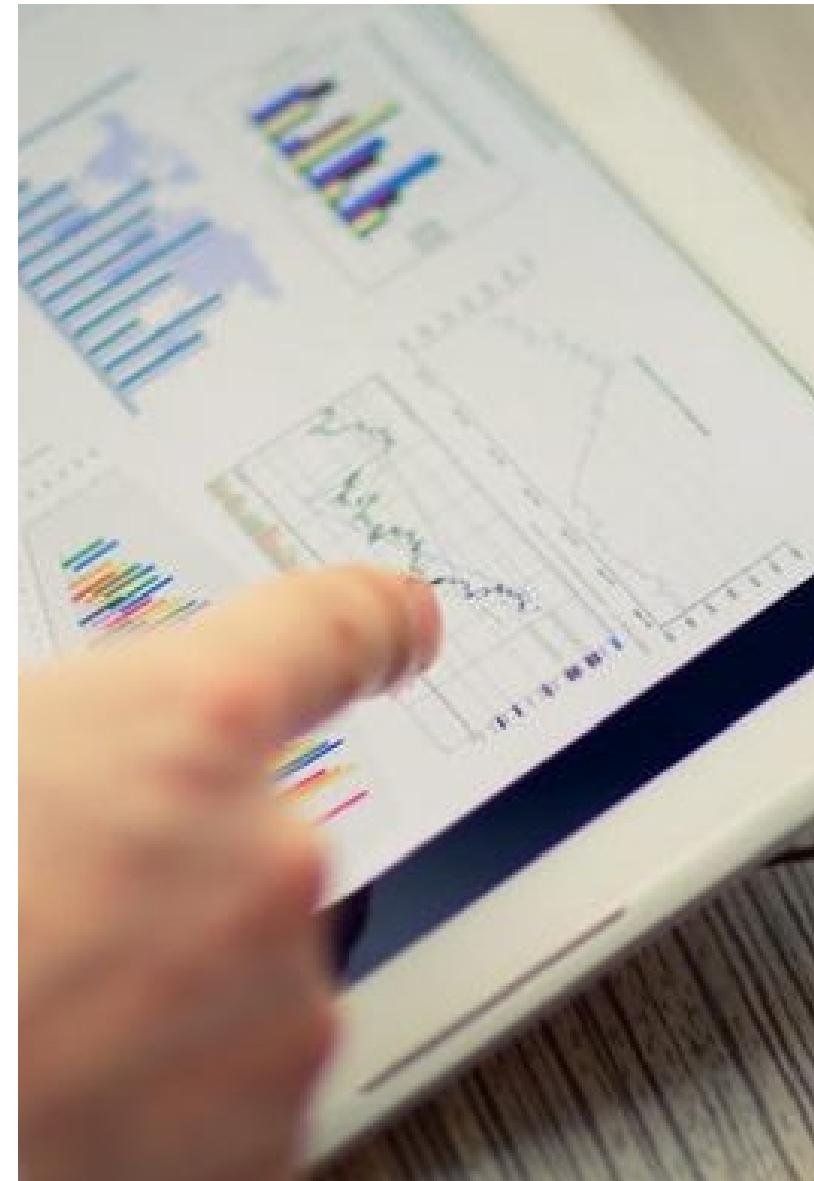


I A B C C O M P A N Y

ONLINE RETAIL

S A L E S A N A L Y S I S

By Dinh Nguyet Anh





Problem Statement

ABC Company has established itself as a competitive player in the online retail space, offering an array of products for consumers with a commitment to **rapid delivery** and customer satisfaction. With operations expanding and the market continuously evolving, the company seeks to **enhance** its data-driven **decision-making** capabilities.

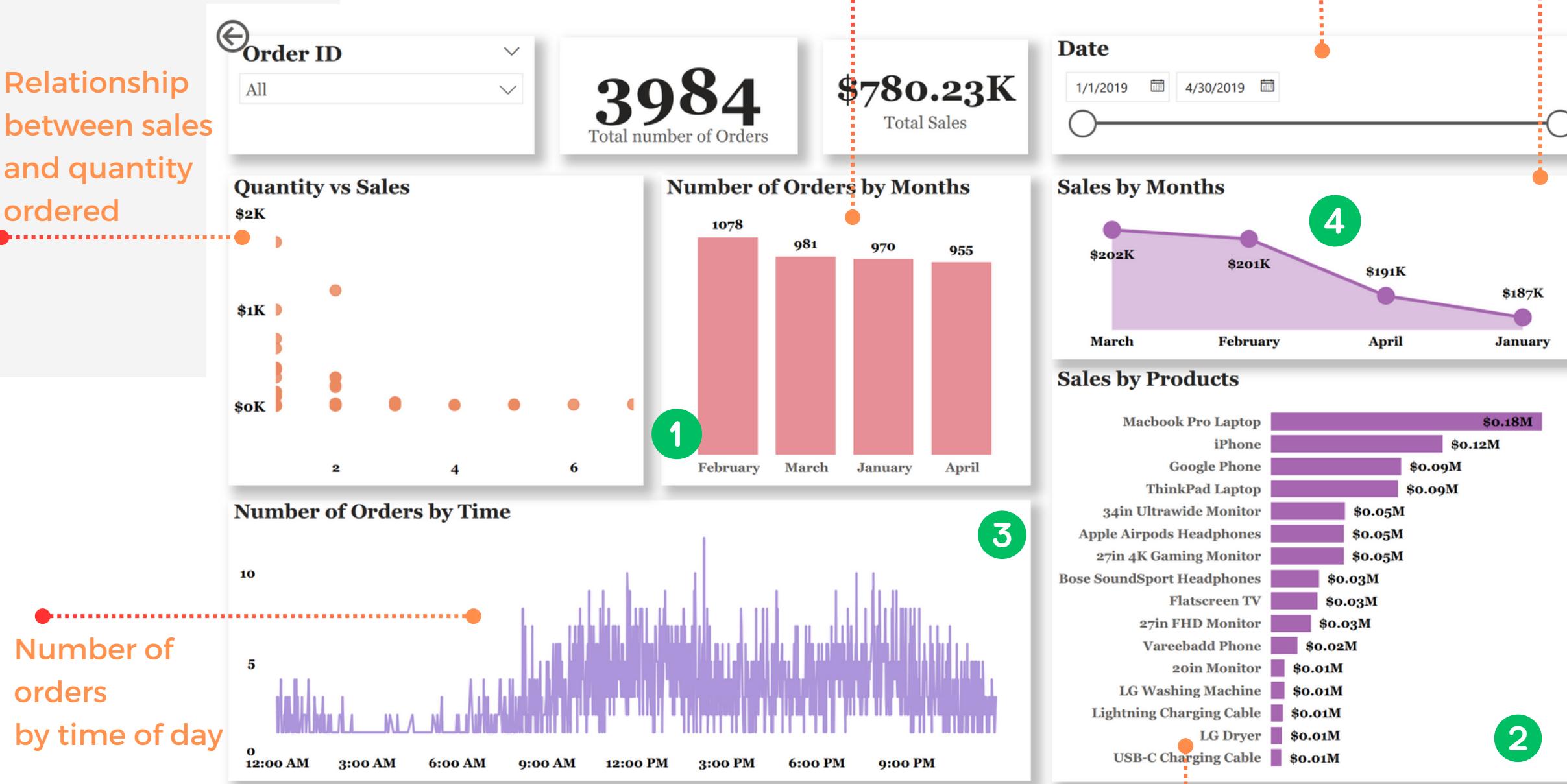
Report Requirements



1. Top/Bottom 5 products by sales.
2. Sales by region.
3. All details about the products ordered in a given order.
4. Number of orders by time of day.
5. Number of orders by date.
6. Sales by month
7. Number of orders by month
8. Top/Bottom 5 products by cost.
9. Five Most & least ordered products.
10. Relationship between sales and quantity ordered.

Pagination

1. Requirements



1 February emerges as the **peak month for order volume**, suggesting seasonal influences on purchasing behaviour.

2 High-value products like MacBook Pro Laptops and iPhones dominate sales, indicating that a small number of premium items significantly impact revenue.

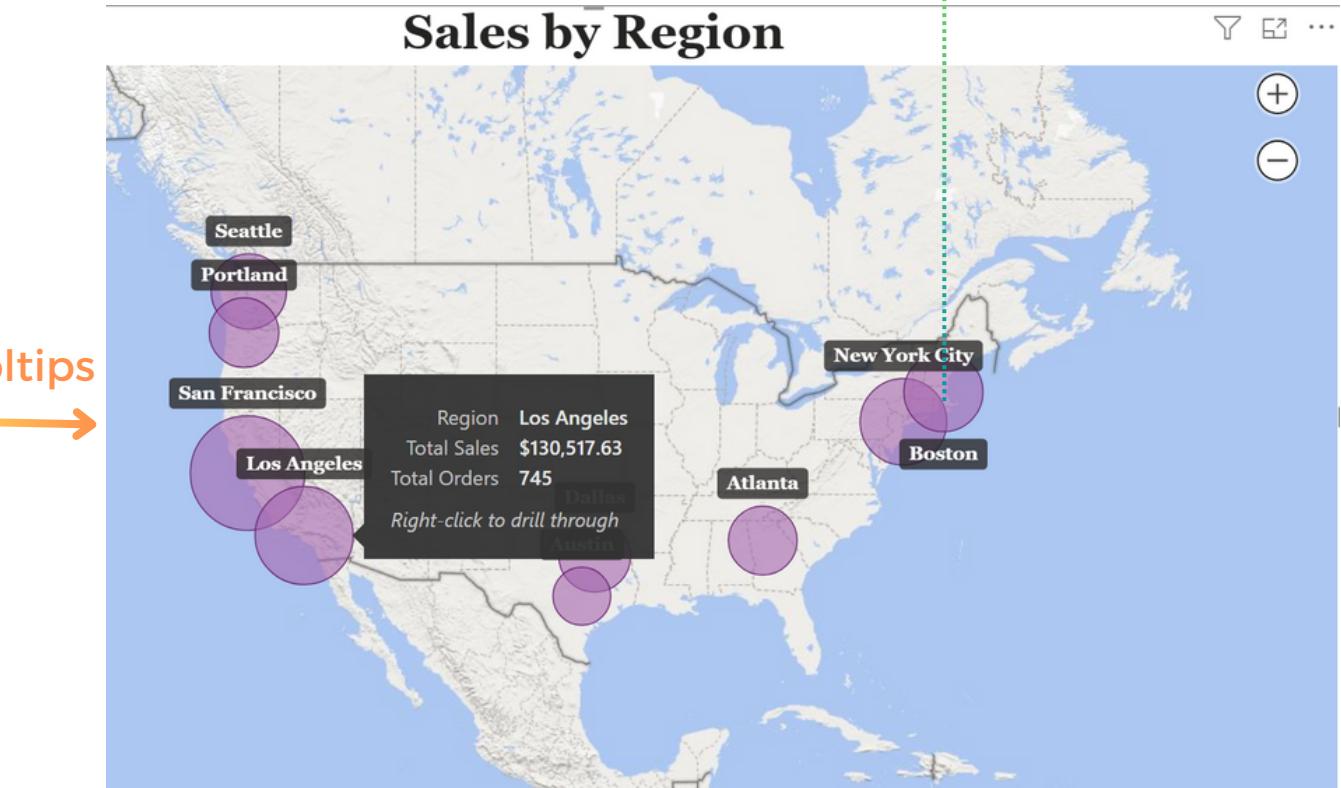
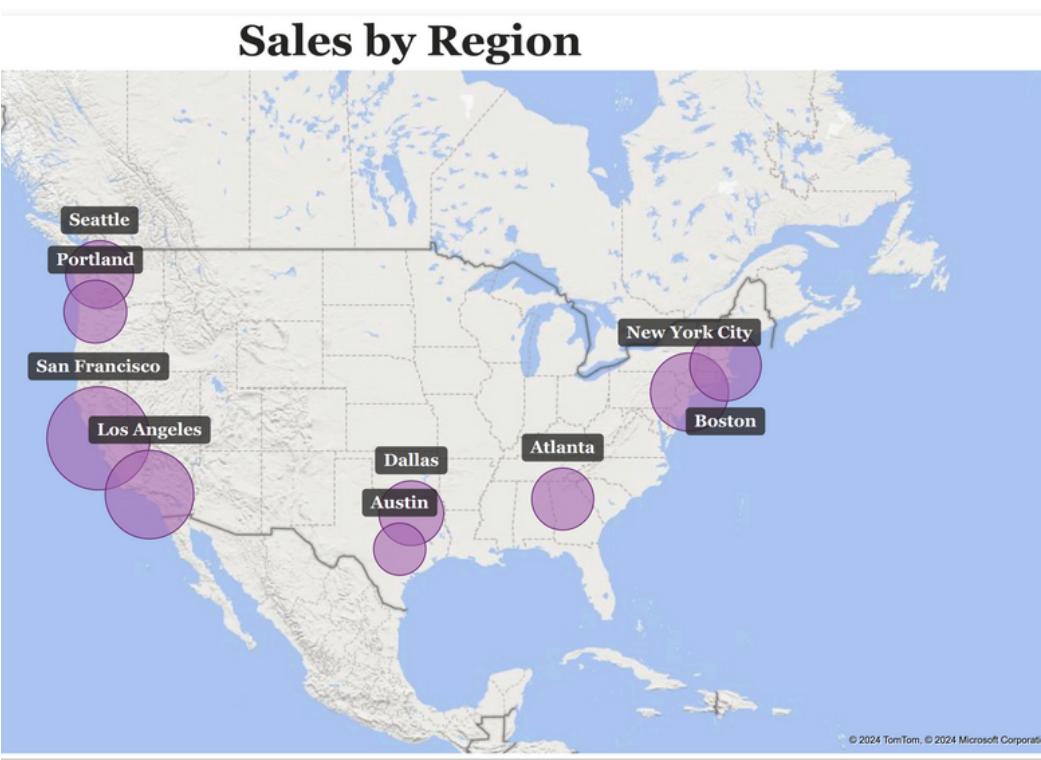
3 Order frequency peaks midday and early evening, which may guide customer support and promotional activities.

4 A declining trend in sales from February to April highlights the **need for targeted marketing strategies** to sustain and boost revenue during lower-performing months.

2. Map Visual

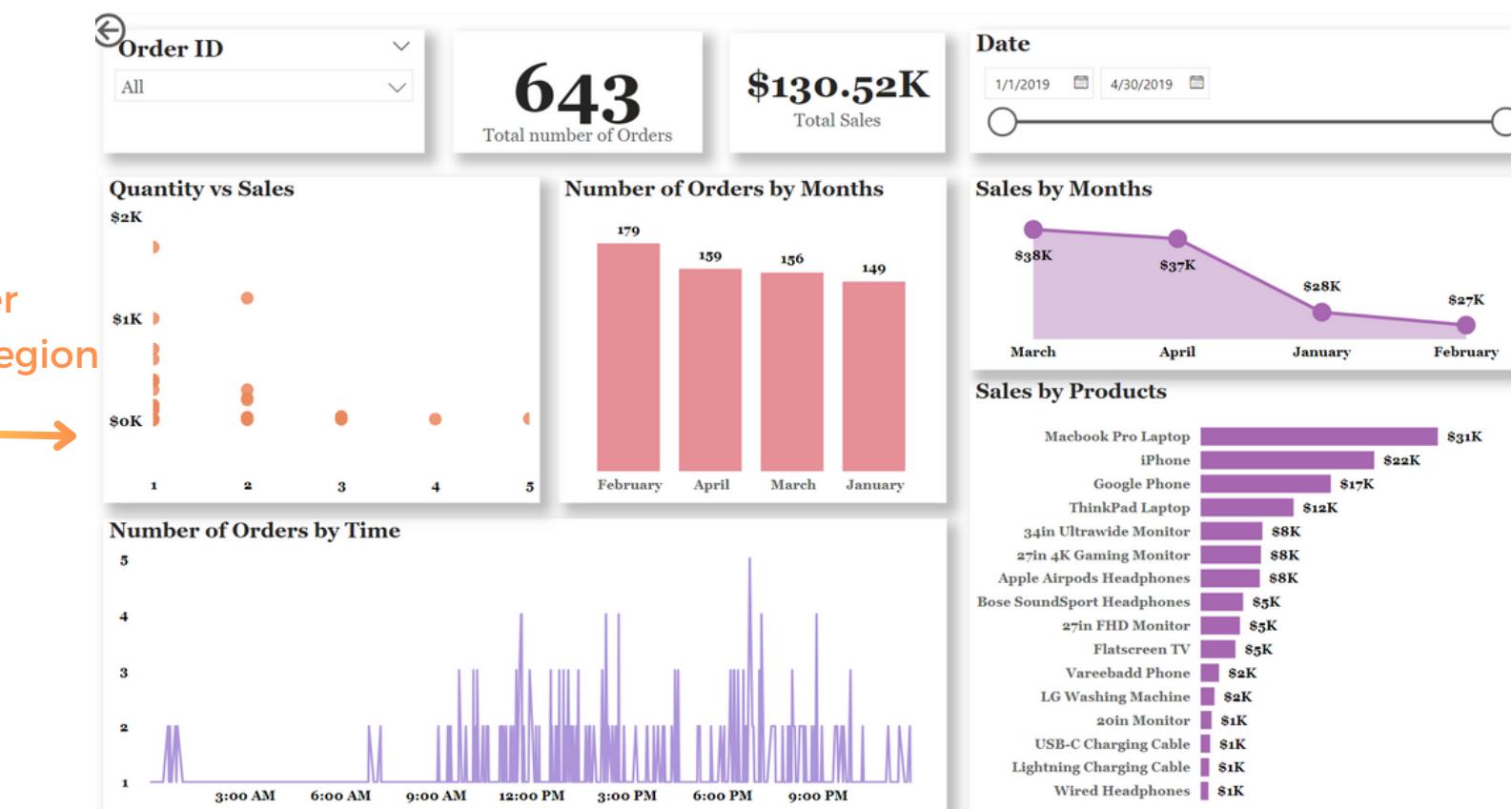
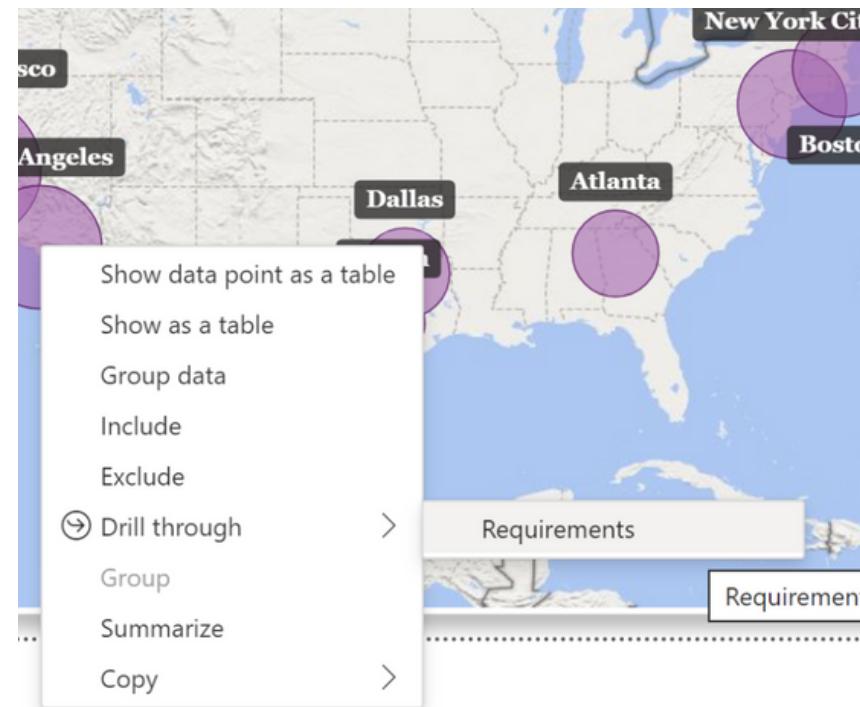
Major cities such as New York City, Los Angeles, and Boston are high-sales regions.

Other cities like Seattle, Portland, and Austin show smaller circles, indicating lower sales volumes in these areas.



This information can show stakeholders where to **expand** or **scale down** operations, and how to allocate resources efficiently across different regions.

It can also spark further investigation into why certain regions perform better than others and whether there are opportunities or challenges to be addressed (see details filtered by region)



3. Top/Bottom 5 Analysis

High-end devices, such as the MacBook Pro Laptop, iPhone, and Google Phone, are the **major revenue contributors** for the company, suggesting a consumer base that **values premium technology**.

The 'Bottom 5 Products by Sales' are every-day items with significantly lower sales figures, like charging cables and batteries.

Despite their lower sales figures, these items represent critical complementary products that facilitate the use of the top-selling technology items, indicating a **cross-selling opportunity**.

The 'Top 5 Products by Unit Price' are again premium items, with the MacBook Pro leading. In contrast, the 'Bottom 5 Products by Unit Price' features accessories like charging cables and batteries, which are low in individual unit price.

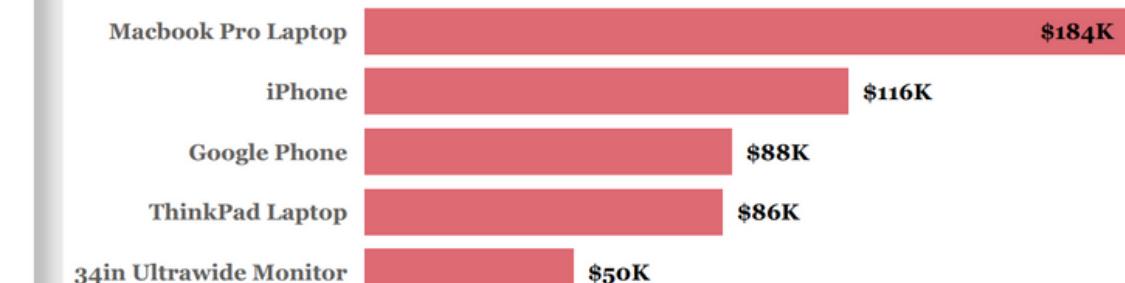
The 'Top 5 Products by Number of Orders' dominated by small electronics accessories like USB-C charging cables, indicating **high sales volume but lower revenue contribution per item**.

The 'Bottom 5 Products by Number of Orders' contains items like the LG Washing Machine and LG Dryer, which are **less frequently purchased** but are likely to be **significant in revenue per sale**.

Top 5 Products by Sales



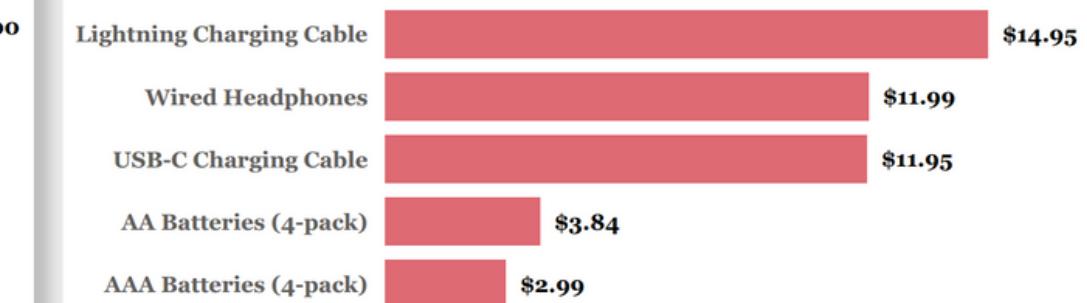
Bottom 5 Products by Sales



Top 5 Products by Unit Price



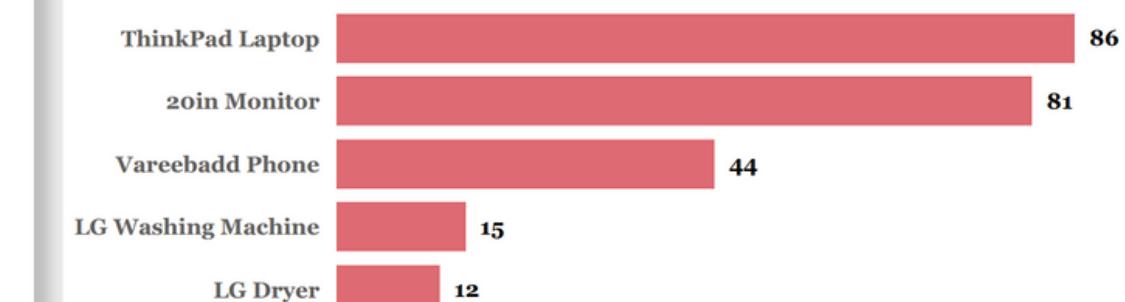
Bottom 5 Products by Unit Price



Top 5 Products by Number of Orders



Bottom 5 Products by Number of Orders



4. Product Details

Order ID	Product	Price Each	Sales	Year	Quarter	Month	Day	Region	Quantity Ordered
141881	AAA Batteries (4-pack)	\$2.99	\$20.93	2019	Qtr 1	January	19	Seattle	7
177160	AAA Batteries (4-pack)	\$2.99	\$20.93	2019	Qtr 2	April	26	Dallas	7
162352	AAA Batteries (4-pack)	\$2.99	\$17.94	2019	Qtr 1	March	24	Dallas	6
162973	AA Batteries (4-pack)	\$3.84	\$19.20	2019	Qtr 1	March	4	Portland	5
141335	AAA Batteries (4-pack)	\$2.99	\$14.95	2019	Qtr 1	January	12	Los Angeles	5
150871	AAA Batteries (4-pack)	\$2.99	\$14.95	2019	Qtr 1	February	3	San Francisco	5
162186	AAA Batteries (4-pack)	\$2.99	\$14.95	2019	Qtr 1	March	5	Los Angeles	5
162016	AAA Batteries (4-pack)	\$2.99	\$14.95	2019	Qtr 1	March	19	Atlanta	5
162746	AAA Batteries (4-pack)	\$2.99	\$14.95	2019	Qtr 1	March	25	San Francisco	5
177017	AAA Batteries (4-pack)	\$2.99	\$14.95	2019	Qtr 2	April	16	New York City	5
151117	AA Batteries (4-pack)	\$3.84	\$15.36	2019	Qtr 1	February	7	Seattle	4
150529	AA Batteries (4-pack)	\$3.84	\$15.36	2019	Qtr 1	February	11	Seattle	4
151406	AA Batteries (4-pack)	\$3.84	\$15.36	2019	Qtr 1	February	24	Seattle	4
162516	AA Batteries (4-pack)	\$3.84	\$15.36	2019	Qtr 1	March	10	Dallas	4
162333	AA Batteries (4-pack)	\$3.84	\$15.36	2019	Qtr 1	March	28	Atlanta	4
142146	AAA Batteries (4-pack)	\$2.99	\$11.96	2019	Qtr 1	January	2	New York City	4
142169	AAA Batteries (4-pack)	\$2.99	\$11.96	2019	Qtr 1	January	15	New York City	4
141625	AAA Batteries (4-pack)	\$2.99	\$11.96	2019	Qtr 1	January	29	Boston	4
151507	AAA Batteries (4-pack)	\$2.99	\$11.96	2019	Qtr 1	February	16	Los Angeles	4
162642	AAA Batteries (4-pack)	\$2.99	\$11.96	2019	Qtr 1	March	17	San Francisco	4
177065	AAA Batteries (4-pack)	\$2.99	\$11.96	2019	Qtr 2	April	3	Boston	4
141290	AA Batteries (4-pack)	\$3.84	\$11.52	2019	Qtr 1	January	2	Los Angeles	3
141755	AA Batteries (4-pack)	\$3.84	\$11.52	2019	Qtr 1	January	2	Los Angeles	3
141960	AA Batteries (4-pack)	\$3.84	\$11.52	2019	Qtr 1	January	12	Boston	3
142149	AA Batteries (4-pack)	\$3.84	\$11.52	2019	Qtr 1	January	15	New York City	3
141895	AA Batteries (4-pack)	\$3.84	\$11.52	2019	Qtr 1	January	18	Dallas	3
142098	AA Batteries (4-pack)	\$3.84	\$11.52	2019	Qtr 1	January	26	Los Angeles	3
142151	AA Batteries (4-pack)	\$3.84	\$11.52	2019	Qtr 1	January	26	San Francisco	3
150569	AA Batteries (4-pack)	\$3.84	\$11.52	2019	Qtr 1	February	4	Seattle	3
150763	AA Batteries (4-pack)	\$3.84	\$11.52	2019	Qtr 1	February	11	New York City	3

Filter OrderID

Order ID	Product	Price Each	Sales	Year	Quarter	Month	Day	Region	Quantity Ordered
141284	Wired Headphones	\$11.99	\$11.99	2019	Qtr 1	January	29	Los Angeles	1

From this table, stakeholders can derive necessary information:

Product Popularity: AA and AAA batteries appear frequently, indicating a high turnover

Pricing Strategy: Despite their low price, the quantity ordered in each transaction is relatively small, suggesting these may be impulse or add-on purchases.

Sales Volume vs. Value: Even though batteries are low-cost items, the cumulative sales value from multiple small transactions can be significant, which can be especially valuable in understanding the revenue contribution from lower-priced inventory items.

Strategic Inventory Management: The frequency of battery sales suggests that maintaining optimal stock levels is crucial to prevent stockouts and meet customer demand consistently.