

SALE PERFORMANCE

49673

Customer

190908939

Revenue

250000

Transaction

Category: All

Books

Clothing

Electronics

Home

Performance by Year

Year	Transaction	Revenue	Unique Customer	Change to LY	% Change to LY
2020	68045	51960327	37131	51960327	0.00%
2021	67099	51272071	36935	-688256	-1.32%
2022	67169	51099870	36907	-172201	-0.34%
2023	47687	36576671	30817	-1732414	-4.52%

Revenue by Category

Books	Clothing	Home
31.71%	29.69%	21.26%
		Electronics
		17.34%

Revenue



% Change to LY by Category

Books

0.38%

-1.65%

-4.73%

Clothing

1.46%

-3.34%

-6.16%

Electronics

-0.78%

-0.08%

-2.76%

Home

-1.47%

-1.05%

-3.35%

2021

2022

2023

2021

2022

2023

SALE PERFORMANCE OVER TIME



51099870

Revenue

-172201

Change to LY

-0.34%

% Change to LY

Year: 2022

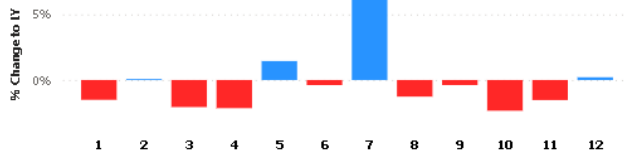
2020

2021

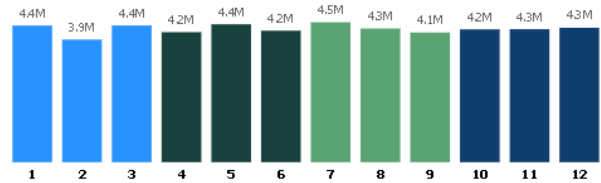
2022

2023

% Change to LY by Month

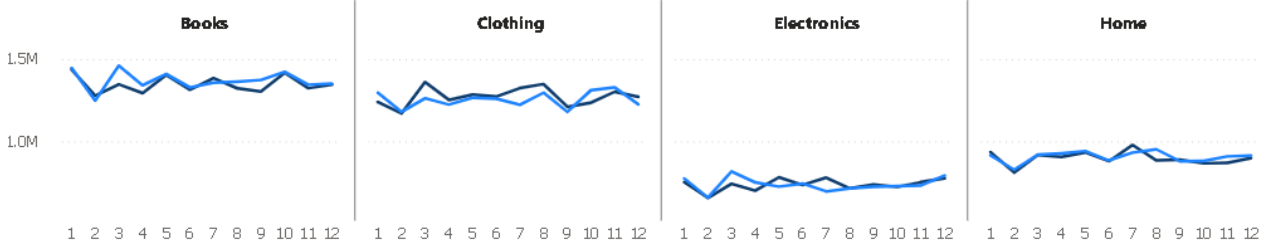


Revenue by Month

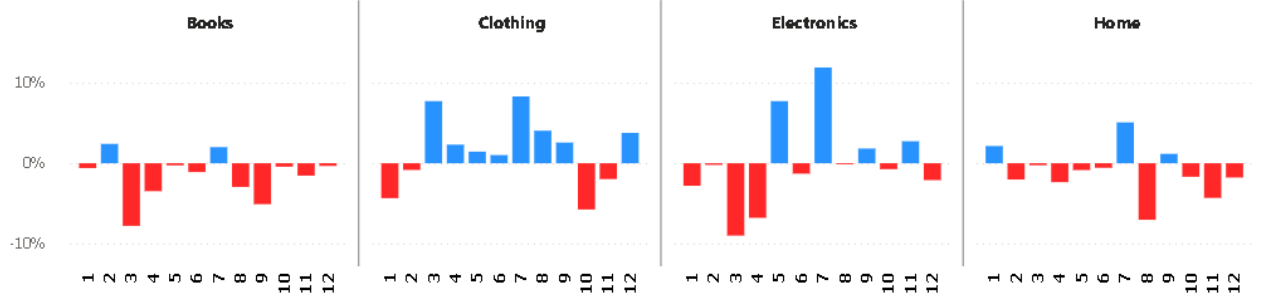


Revenue by Category

● This year ● Last year



% Change to Last year by Category



SALE PERFORMANCE OVER TIME

10892616

Revenue

-161963

Change to LY

-1.47%

% Change to LY

2020
2021
2022
2023

Category: Home

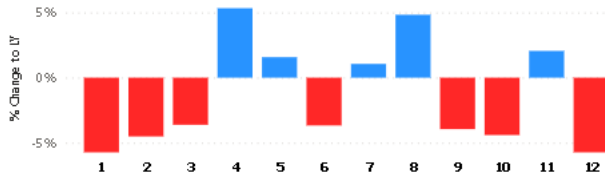
Books

Clothing

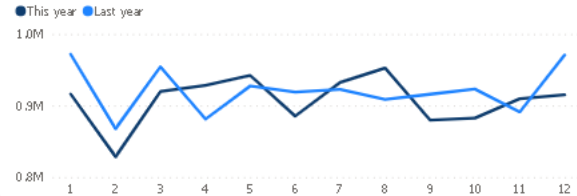
Electronics

Home

% Change to LY by Month



Revenue



Product ID	Product Price	Num of Transactions	Total Quantity	Revenue	Change to LY	% Change to LY
368	487	143	449	218663	-487	-0.22%
165	484	146	464	224576	28556	14.57%
2	468	148	465	217620	22932	11.78%
276	461	144	436	200996	2305	1.16%
232	458	155	465	212970	24274	12.86%
369	456	129	400	182400	912	0.50%
285	454	129	409	185686	11804	6.79%
72	450	141	440	198000	26550	15.49%
5	449	151	460	206540	33675	19.48%
55	448	116	322	144256	-23296	-13.90%
192	442	144	412	182104	6188	3.52%
176	435	149	431	187485	870	0.47%
213	433	130	378	163674	-17753	-9.79%
138	430	153	460	197800	36980	22.99%
184	420	141	395	165900	-12500	-7.06%
115	417	141	413	172221	-884	-0.48%
236	415	131	375	155625	-5810	-3.60%
457	408	146	436	177888	-13832	-6.24%
437	406	144	399	161994	-21112	-11.53%
463	403	122	341	137423	-23777	-16.75%
28	400	138	409	163600	-500	-0.31%
161	396	149	454	179784	31284	21.07%
385	387	125	377	145899	4644	3.29%

CUSTOMER BEHAVIOUR

250000

Transaction

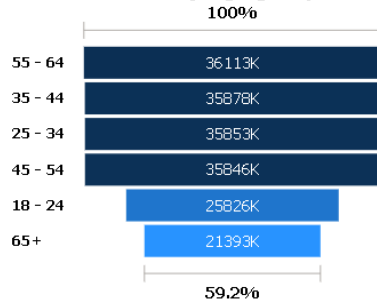
763.64

AVG Value/ Order

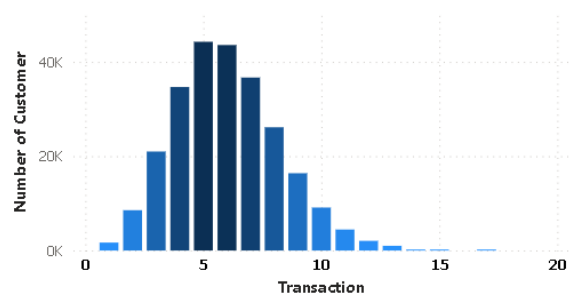
190908939

Revenue

Revenue by Age group



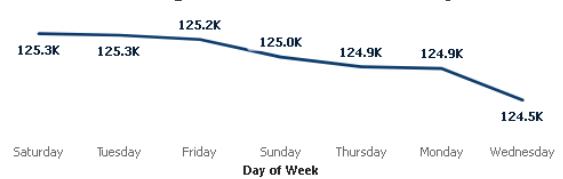
Number of Transaction



Transaction by Hour



Average of Transaction each day



CHURN ANALYSIS

9942

Churn customer

20.01%

Churn rate

Year: All

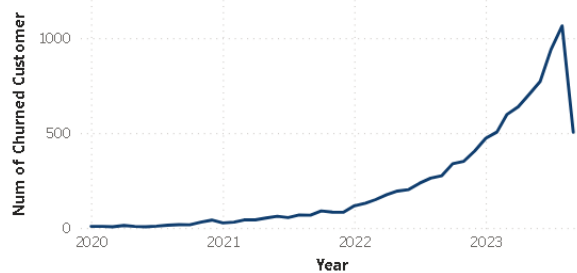
2020

2021

2022

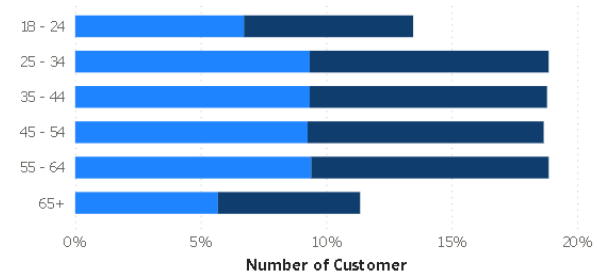
2023

Num of Churned Customer by Year, Quarter and Month



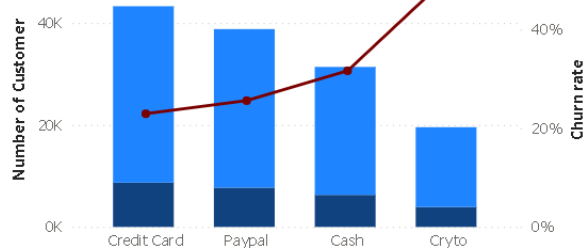
Churn Customer by Age group and Gender

Gender: Female (Dark Blue), Male (Light Blue)



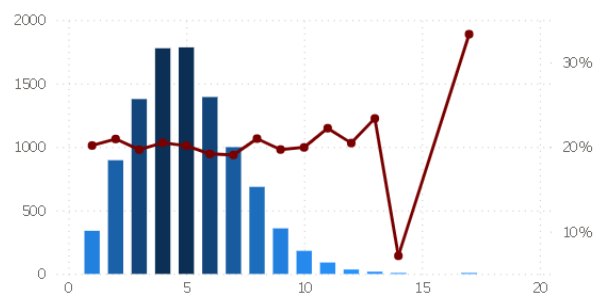
Churn Customer by Payment method

Churn: 0 (Blue Bar), 1 (Red Line)



Churn Customer by frequency

Churn customer (Blue Bar), Churn rate (Red Line)



RETURN ANALYSIS

40.31%

Return Rate

100769

Return order

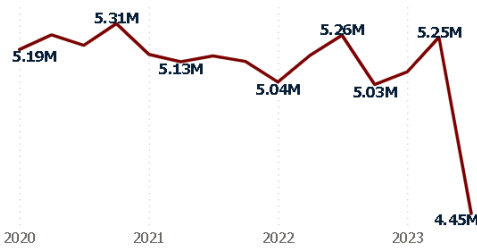
302461

Returned product

76840333

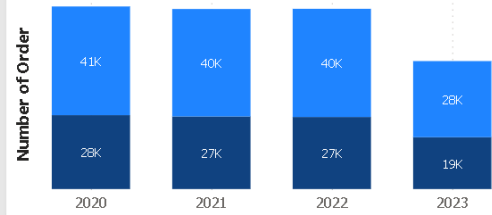
Lost Revenue

Lost Revenue by Returned Orders

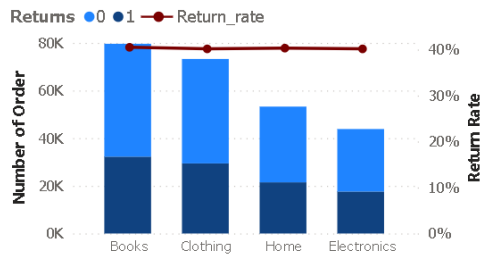


Return order

Returns ● 0 ● 1



Return order

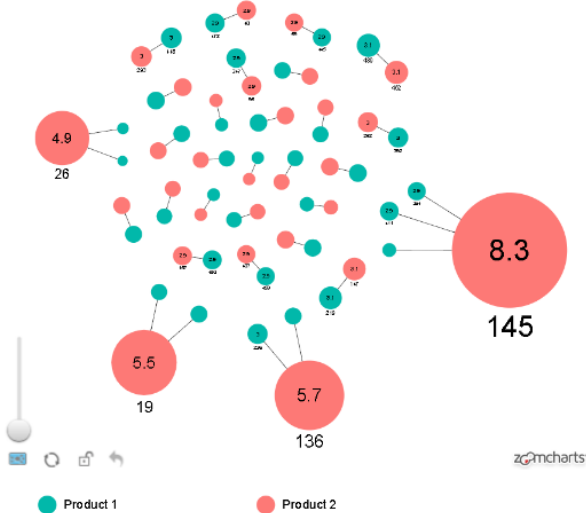


Return order by Age group

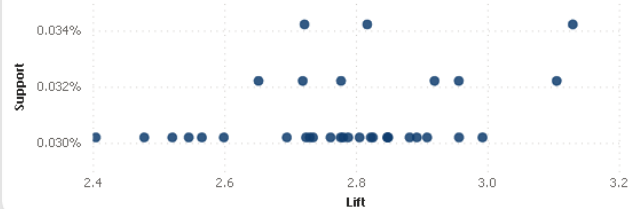
Name	Return rate	Return order	Returned quantity	Lost Revenue
Books	40.50%	32254	96899	24569735
Home	40.33%	21479	64467	16331082
Clothing	40.17%	29424	88038	22717300
Electronics	40.16%	17612	53057	13222216
Total	40.31%	100769	302461	76840333

MARKET BASKET ANALYSIS

Lift Basket



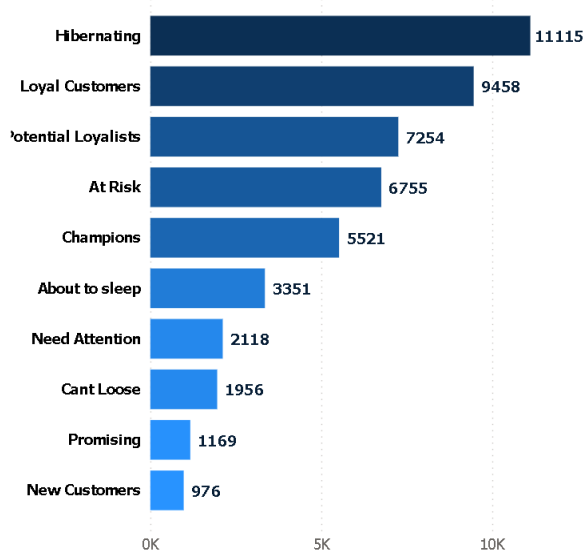
Support and Life of Basket



Basket	Support	Confidence of Product 1	Confidence of Product 2	Lift basket
Product ID489 - Product ID 452	0.03%	3.33%	3.22%	3.13
Product ID219 - Product ID 147	0.03%	3.10%	3.23%	3.11
Product ID448 - Product ID 293	0.03%	2.99%	3.02%	2.99
Product ID236 - Product ID 136	0.03%	3.13%	2.86%	2.96
Product ID392 - Product ID 262	0.03%	2.95%	3.23%	2.96

RFM ANALYSIS

Number of Customer in each segment



AVG of Recency

260.43

AVG of Frequency

5.03

AVG of Monetary

13716.56

