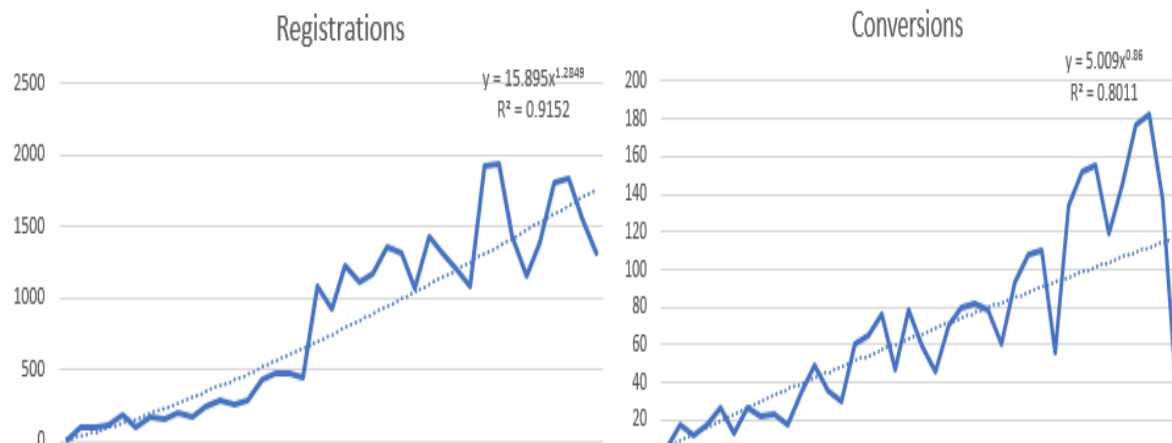# FURNITURE DATASET ANALYSIS

Trend and Reason for drop in Conversion Rates:

The Conversion rate seems to be decreasing over time period as the number of users who are getting registered is increasing.

Looking at the new registrations over time, we can see that the registrations are growing exponentially. The company seems to have started around the year 2010.


Initially, the registrations are very less, even if one person would have made an order the conversion rate would be very high. This happened for the month July 2010. There were only 12 registrations in that month and out of them 6 made purchases over the period of 3 years, so the conversion rate is 50%.

As people started getting to know of the company, the registrations grew and the conversion rates also grew but linearly. That is why the ratio is going down. This is quite common at the beginning for most of the companies. Over a period of time, the conversion rates would average to a particular value.
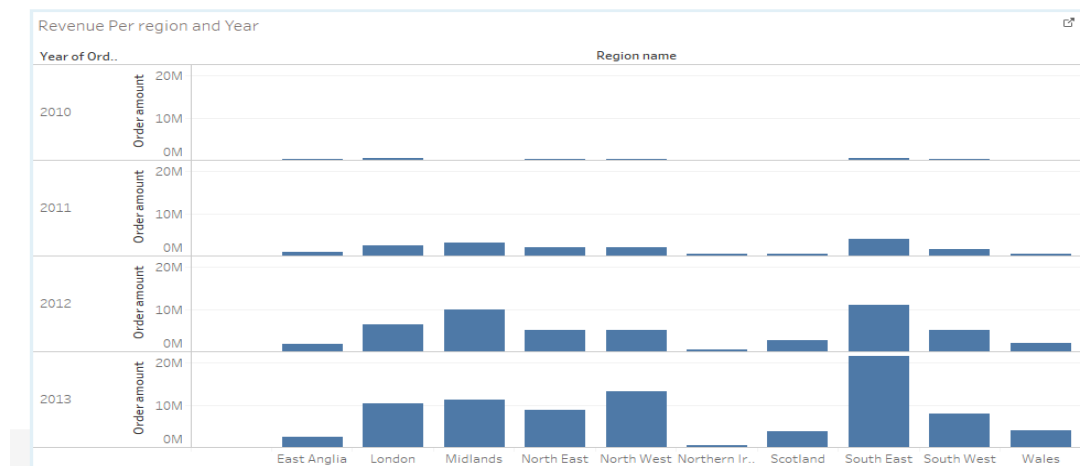
Other Insights:

I have taken a look on some business questions and below are the findings:

- **What is the revenue trend from 2010 to 2013**
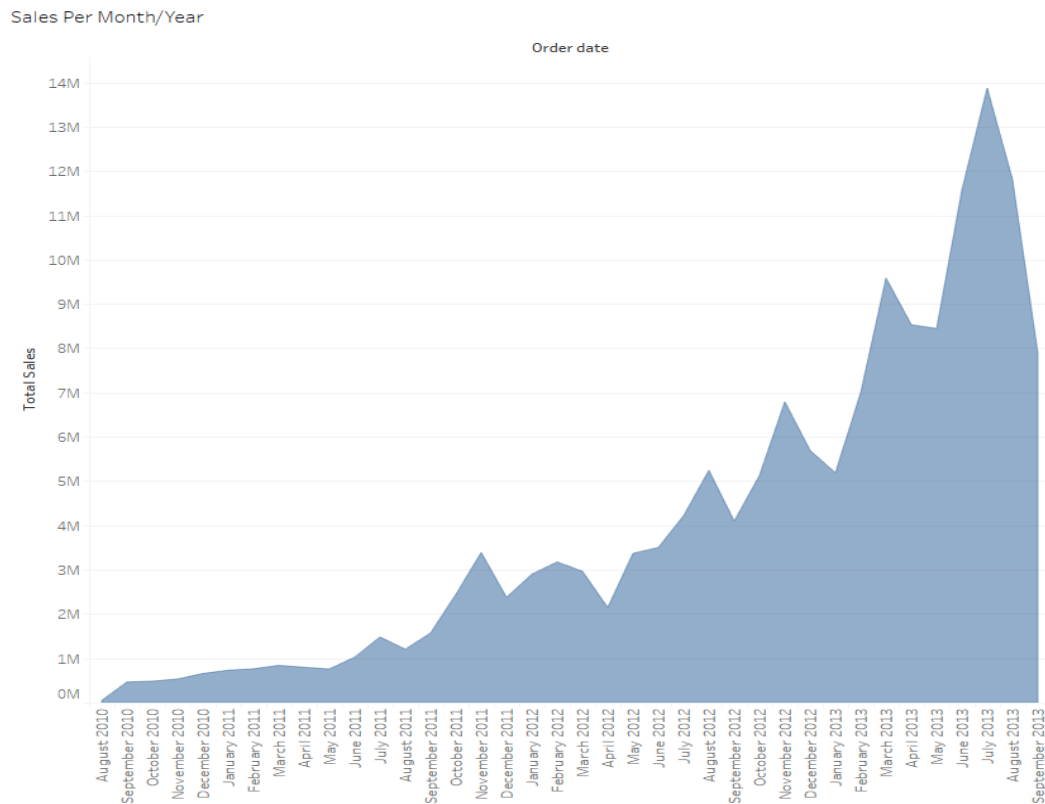
The total sales are growing over years which is an indication that business is going on well.

- **How is the revenue trend for each region by year and which region is doing well and contributing most to business**

Most of the revenue is generated from South East region. Regions London, Midlands, Northwest and South East are regions that are generating most of the revenue. Sales in Northern Ireland region are declining and provide very less business revenue. More promotions need to be done to increase the business in this region.

- **How are conversion rates per source and how much is the average conversion time by each source**
  Out of all promotional methods, the users who joined by receiving a letter made highest contribution of sales over years 2012 and 2013. This method has even better metric of time to conversion which has on an average of 41.5 days with total 381 users registered through the source which is greater than a friend's recommendation which as average conversion rate of 51 for 260 users.
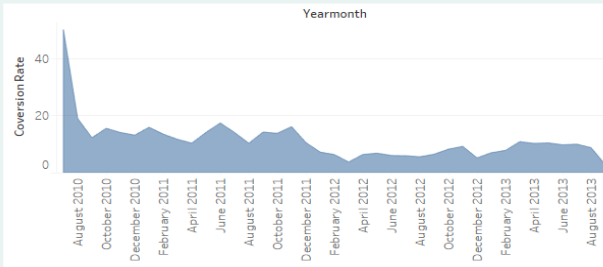
Revenue Per Region for Each Promo Channel
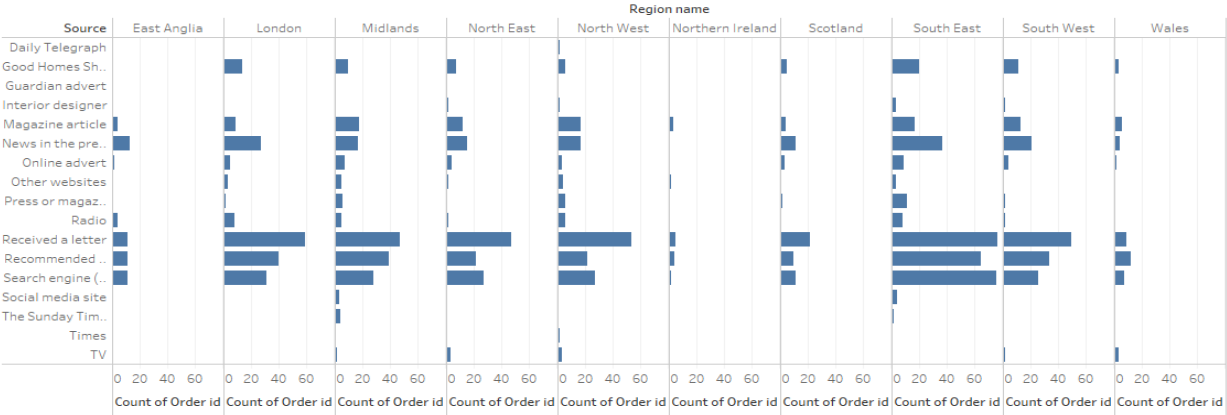
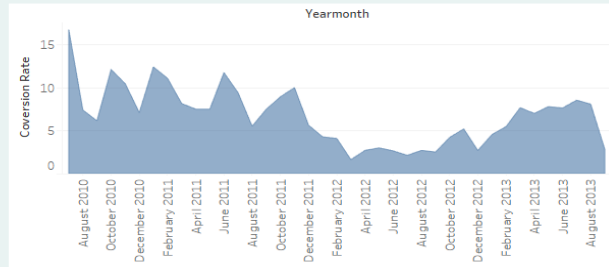Average ConverstionTime vs Source Channel
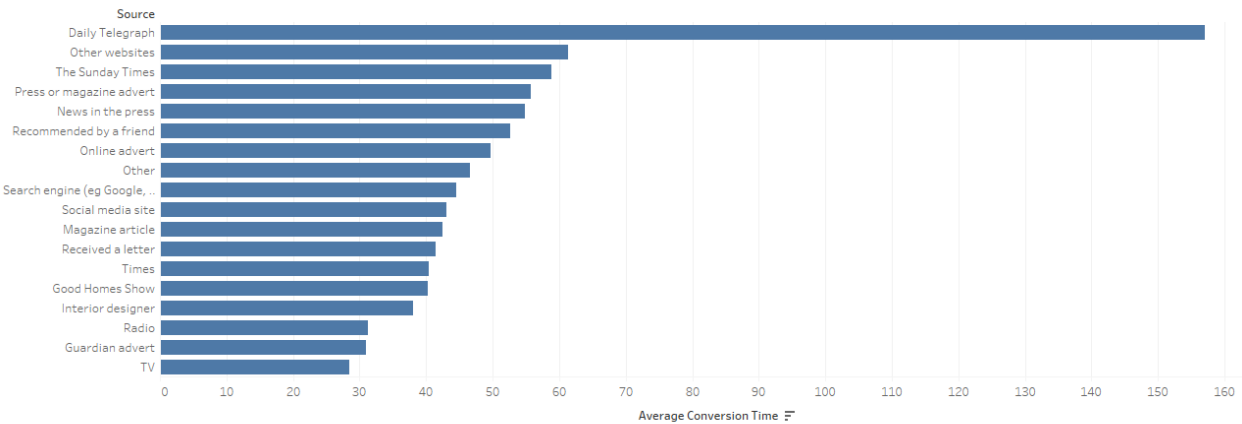
A couple of dashboards that I generated that tracks Ecommerce metrics and Sales/Revenue Metrics are below:
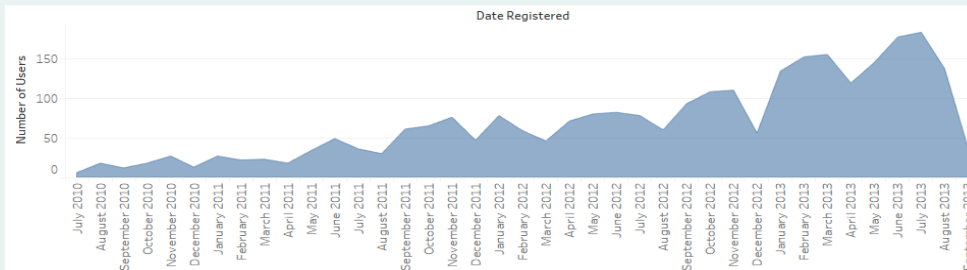
Ecommerce Metrics

Overall ConversionRate

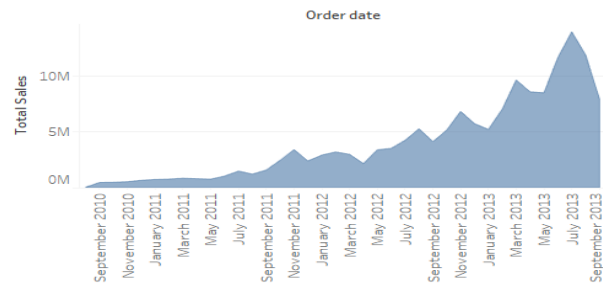### Yearmonth

ConversionRate-Users Ordered 30 days from day of registration

Yearmonth

RegistrationCounts per Month/Year

Date Registered

Sales Metrics

Sales Per Month/Year

Order date

Revenue Contribution by Promotion Channel

Date Registered / Source
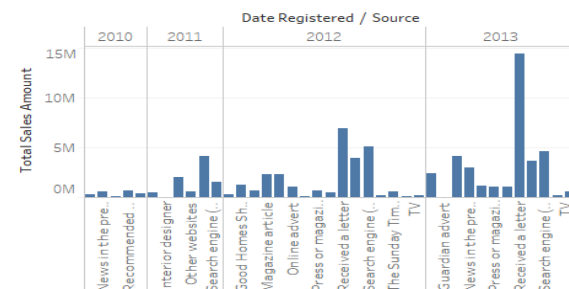
Revenue Per region and Year

Region name
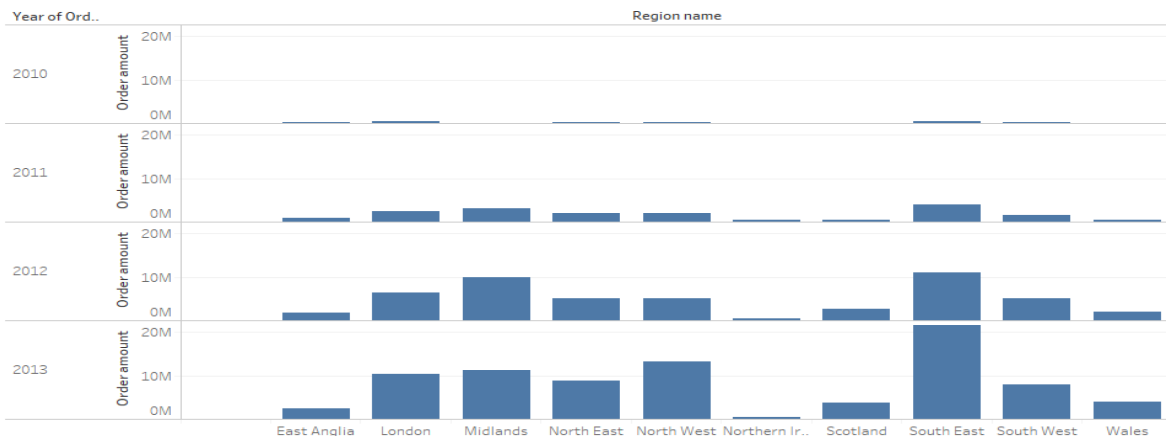
NOTE: Attached SQL queries and Python script to load the Excel workbook into the database MySQL.