

E-commerce Dashboard

數據分析時間範圍: 2011年1月 - 2011年11月

✓ 成功加載 MOH 數據: 25 行
✓ 成功加載 AOV_AOPU 數據: 25 行
✓ 成功加載 RFM 數據: 5862 行
✓ 成功加載 SKU 數據: 30 行
✓ 成功加載 Sales by Country 數據: 43 行
✓ 成功加載 Return and Abandon 數據

E-commerce Dashboard - 2011年11月

數據期間: 2011年11月

Revenue	Orders	Customers
\$1,493,710	80,725	1,666
▲ 31.7% MoM		
AOV	ABPU	
\$18.50	\$896.58	
Return Amount	Return Orders	Return Rate
\$46,391	1,178	1.44%

Monthly Trends (MOM)

Revenue & Orders Trends



Customers Trend



AOV Trend



ABPU Trend



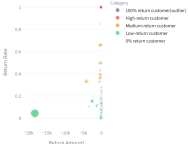
RFM Customer Segmentation

Product & Customer Return Analysis

Product Return Analysis



Customer Return Analysis



Actionable Insights - 2011/11

洞察 1:

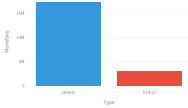
🔴 高風險客戶流失風險: 1,178 個客戶 (30.2%) 處於高風險或Low狀態, 需要立即採取保留措施

洞察 2:

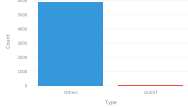
🔴 高風險商品: 商品 21284, 21285, 21286, 21287, 21288 造成了最多的退貨損失 (總計 \$0), 建議檢查商品質量或客戶服務流程

GUEST vs Others Comparison

Monetary: GUEST vs Others



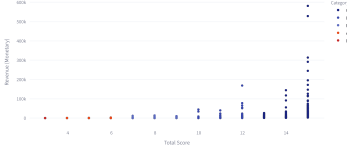
Count: GUEST vs Others



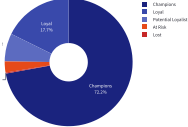
🔴 已排除 1 個GUEST客戶, 以下分析僅包含非GUEST客戶

RFM Scatter Plot (Total Score vs Revenue)

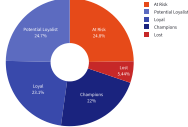
RFM Scatter Plot (Total Score vs Revenue)



Revenue Contribution by RFM Category



Customer Contribution by RFM Category



Revenue 占比:

- Champions: \$12,473,267 (72.15%)
- Loyal: \$3,658,411 (27.79%)
- Potential Loyalist: \$1,226,539 (7.10%)
- At Risk: \$482,326 (2.79%)
- Lost: \$45,620 (0.26%)

Customer 占比:

- Champions: 1,294 (22.00%)
- Loyal: 1,361 (23.14%)
- Potential Loyalist: 1,491 (24.66%)
- At Risk: 1,450 (24.76%)
- Lost: 320 (5.44%)

Return Analysis

Return Rate & Return Amount Trends

Return Rate & Return Amount Trends

