

Company A 2022 Annual Sales Report

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Overview

Breif overview on daily, monthly,
and quarterly trends.



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Market

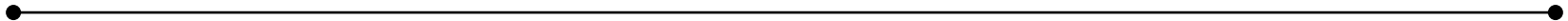
Price and market sementation.

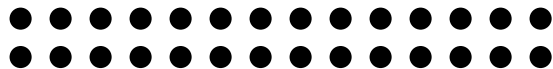
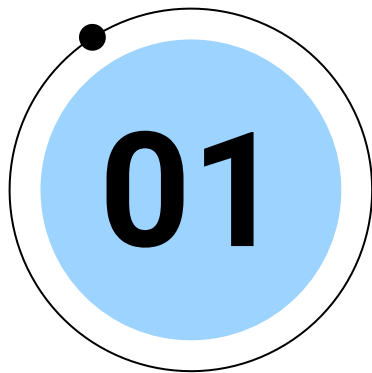
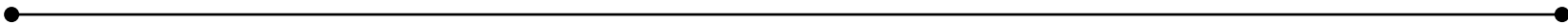


03

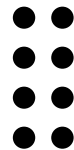
Next Steps

Recommendations based on
the analysis.





Overview



Sales Overview

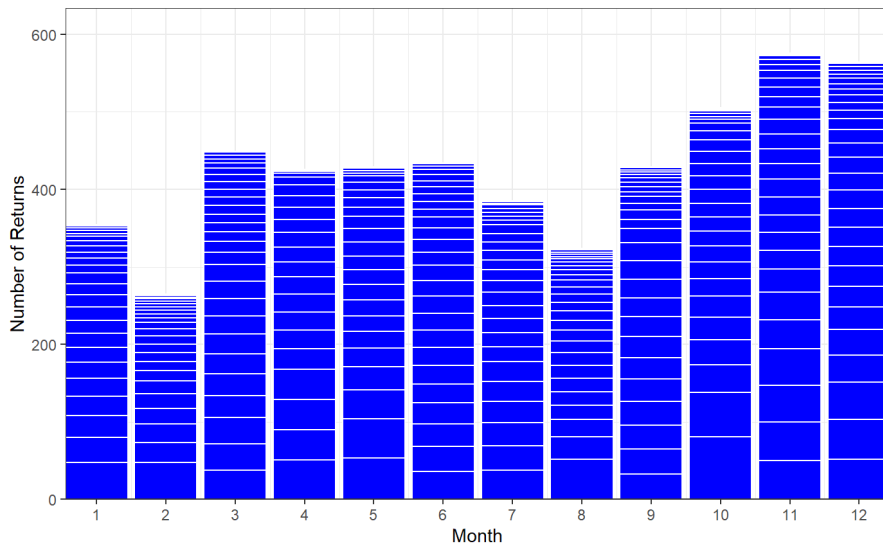
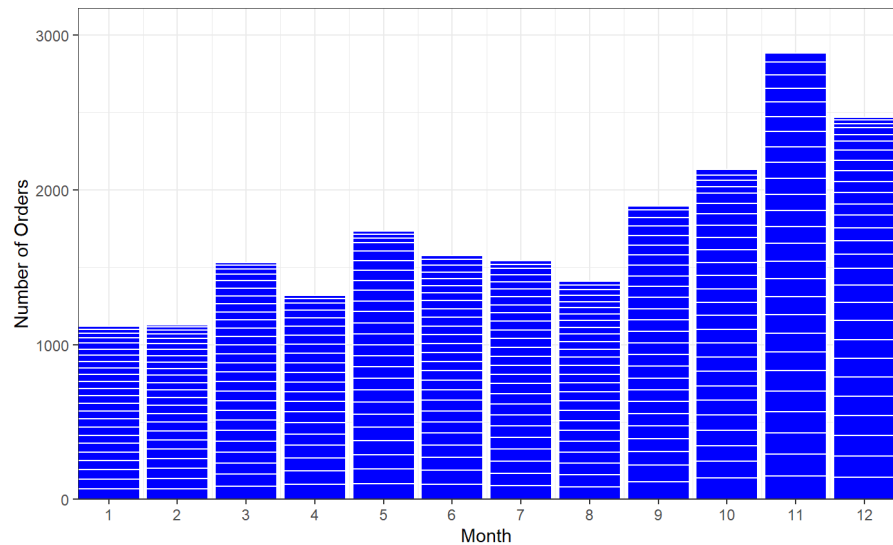
Number of Order	Number of Return	Returned share %
20,727	5,141	24.8034%

Sold items	Returned items	Returned share %
5,660,979	484,499	8.5585%

Total revenue	Returned Amount	Returned share %
10,630 799	661,531	6.2227%

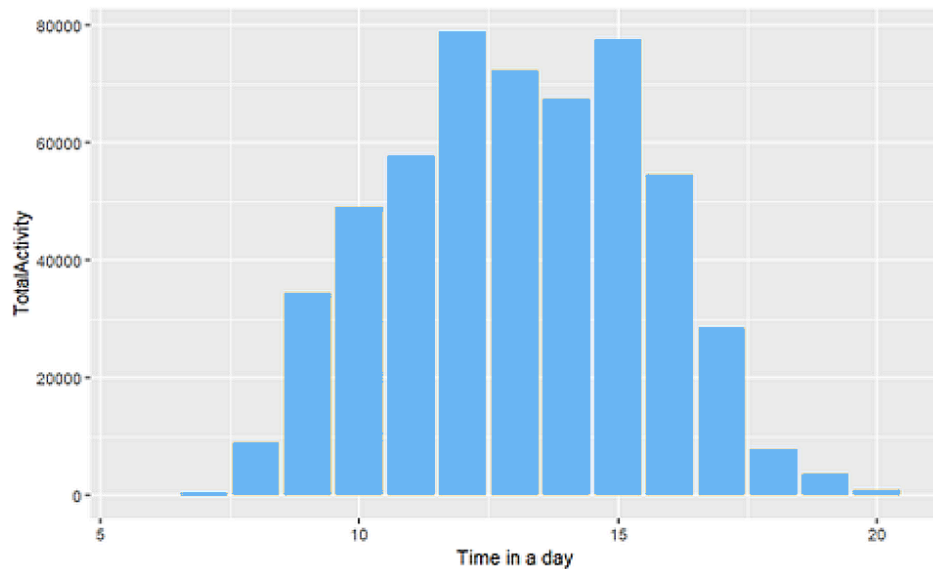
Nearly 1 in 4 orders have returns, but this accounts for very little revenue returned

Customers	Revenue Amount	Revenue per customer
4,373	9,969,268	2279.7

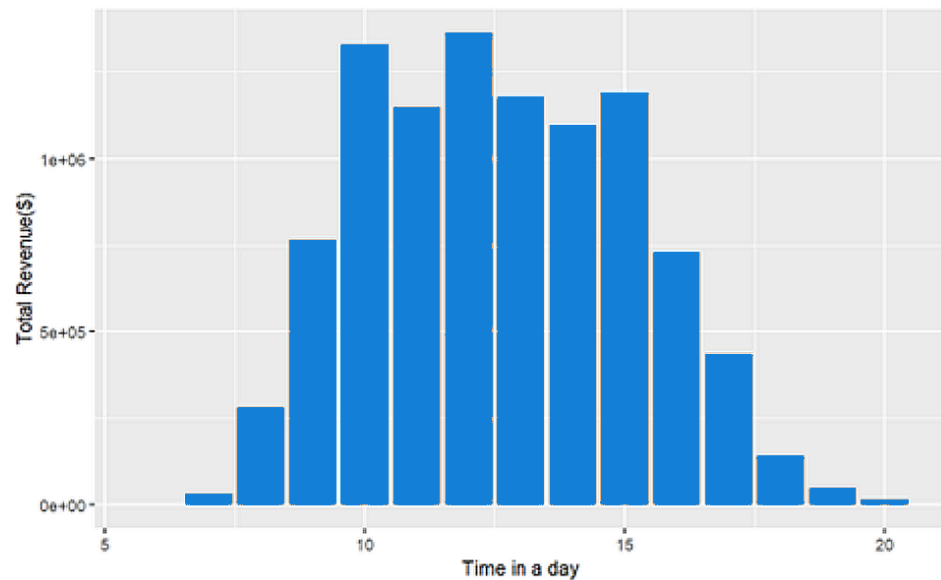


A clear correlation between orders and returns. They both increase consistently throughout the year and reach their peak in November and December.

Activity Pattern

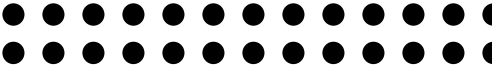


Revenue Pattern



Returns Summary

StockCode	Description	quantity_returned	revenue_returned
AMAZONFEE	AMAZON FEE	32	235281.59
23843	PAPER CRAFT , LITTLE BIRDIE	80995	168469.60
M	Manual	4066	146784.46
23166	MEDIUM CERAMIC TOP STORAGE JAR	74494	77479.64
POST	POSTAGE	147	11871.24
22423	REGENCY CAKESTAND 3 TIER	857	9722.55
CRUK	CRUK Commission	16	7933.43
BANK CHARGES	Bank Charges	25	7340.64
85123A	WHITE HANGING HEART T-LIGHT HOLDER	2578	6624.30
21108	FAIRY CAKE FLANNEL ASSORTED COLOUR	3150	6591.42

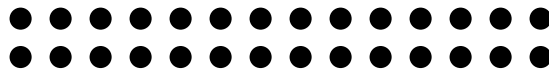
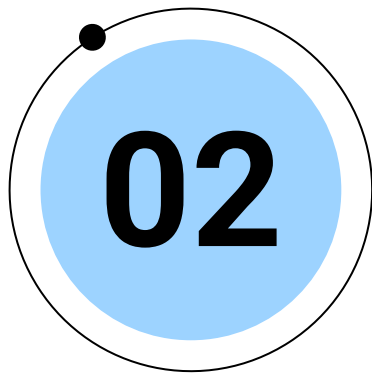
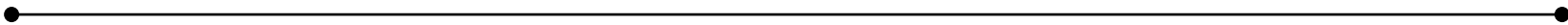


Notable Returns

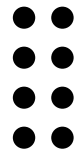
Description	Unit Price	CustomerID	Quantity Returned	Revenue Returned
Paper Craft, Little Birdie	2.08	16446	80,995	\$168,469.60
Medium Ceramic Top Storage Jar	1.04	12346	74,215	\$77,183.60
Manual	3,8970.00	15098	1	\$38,970.00
Amazon Fee	13,541.33	NA	1	\$27,082.66
Amazon Fee	17,836.46	NA	1	\$17,836.46
Amazon Fee	16,888.02	NA	1	\$16,888.02
Amazon Fee	16,453.71	NA	1	\$16,452.71
Amazon Fee	13,474.79	NA	1	\$13,474.79
Amazon Fee	5,942.57	NA	1	\$11,855.44
Amazon Fee	11,596.50	NA	1	\$11,586.50



The top 2 returns were 1-time purchases, so we considered them outliers. Also, Amazon Fee returns happened a lot and in total they were the most returned item. But there was no description of what Amazon Fee was so we excluded it from our returns analysis.

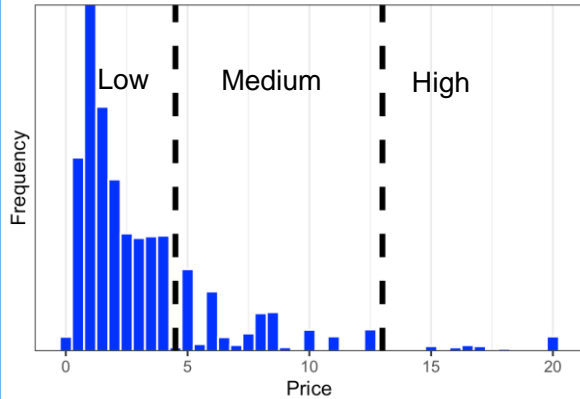


Market



Price Differentiation

Distribution of Prices



Cheap Goods: Unit Price is less than \$4.95

Total Revenue	Revenue per Customer	Share of Revenue	Quantity per Customer
\$7,399,432	\$2,213	71.98%	1,218 Units

Medium Priced Goods: Unit Price is between \$4.95 - \$13

Total Revenue	Revenue per Customer	Share of Revenue	Quantity per Customer
\$2,483,926	\$1,559	24.16%	92.25 Units

High Priced Goods: Unit Price is greater \$13 (max price = 649.50)

Total Revenue	Revenue per Customer	Share of Revenue	Quantity per Customer
\$400,224	\$1,050.45	3.89%	13.4 Units

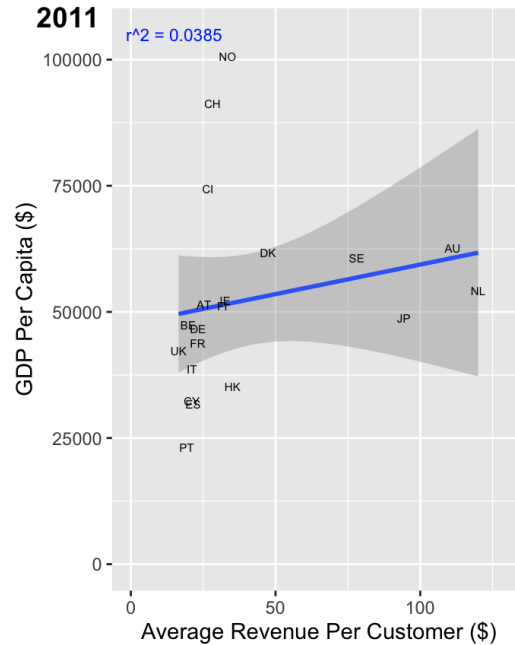
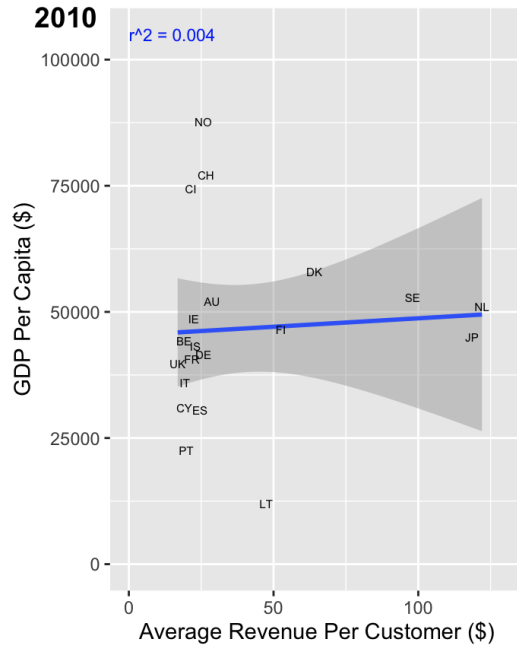
Highest Number of Customers	Highest Revenue	Highest Number of Sales	Highest Revenue Per Customer
United Kingdom	United Kingdom	United Kingdom	Netherlands
Germany	Netherlands	Ireland	Australia
France	Ireland	Netherlands	Japan

Categories	Low Revenue	Medium	High Revenue
GDP per Capita	34814.01	56853.14	50303.41
Population	37818479	27984312	42081627
Revenue	6287.188	36061.834	1428703.96
Revenue Per Customer	25.97	40.78	54.44
Number of Customers	242	1266	80619
Average Sales	3065	21290.6	765954.5
Average Order size	12.57	27.94	33.96
Number of Countries	21	8	6

Country-Level Data

1. Countries can be segmented into **high revenue**, **medium revenue**, and **low revenue**.
2. No significant correlation between Average Revenue Per Customer and GDP per capita.
3. Market size might be a determinant factor.

Country-Level Data

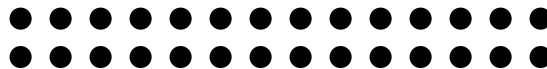
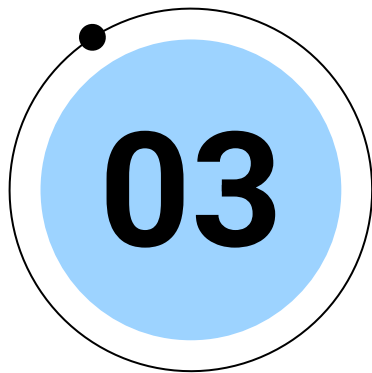
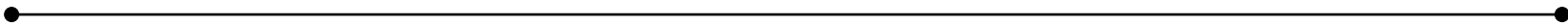


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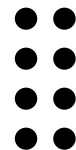
Country-Level Data

Country	Quarter	Growth Rate	Revenue	Popular Product	Share of Revenue
Australia	2011 Q1	3800%	40,937	Wrap Doiley Design	0.2%
Spain	2011 Q1	800%	17,563	Wrap English Rose	6.0%
Netherlands	2011 Q1	700%	72,039	Yellow metal chicken heart	0.2%

1. Most quarterly increase in revenue comes from holiday purchases.
2. Increase in number of orders does not equal to growth in revenue.



Next Steps



Conclusions / Next Steps

1.Consider

Consider
specializing in
low price goods

2.Promote

Promote gift
related goods in
Q1

3.Investigate

Investigate
expanding
operations in
Australia and
Sweden
