

[Home](#)

[Sales Overview](#)

[Time Of Day Analysis](#)

[Customer / Product...](#)

[Country/Region Analysis](#)

DRIVING SALES WITH DATA

A Deep Dive into Performance..



BY EKIHALO VICTOR



SALES OVERVIEW

Deep Dive 2009 -2011



Ekikhalo victor



Total Quantity Sold

10.71M



Total Revenue

\$17.74M



Total Invoices

36.97K



Unique Customers

5878



Average Order Value

479.95

Year, Month

2009

2010

2011

Country

Australia

Austria

Bahrain

Belgium

Brazil

Canada

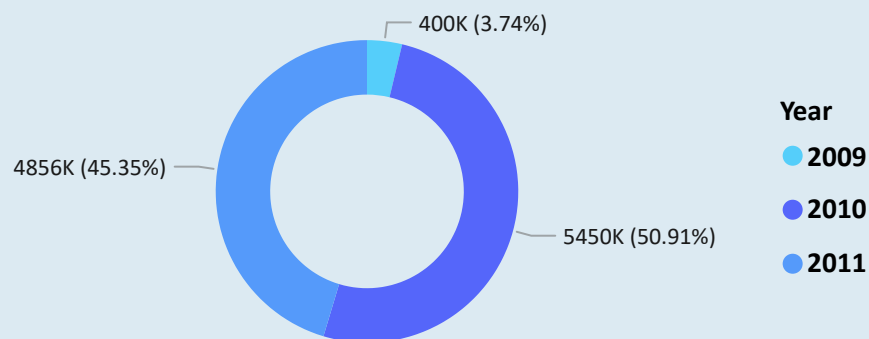
Channel Islands

Cyprus

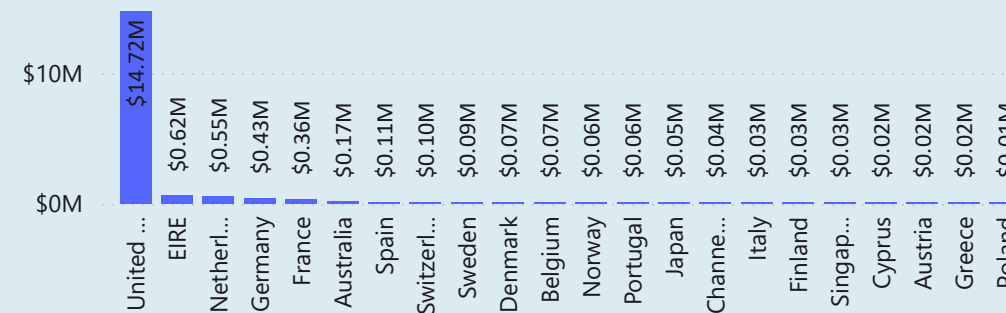
Czech Republic

Denmark

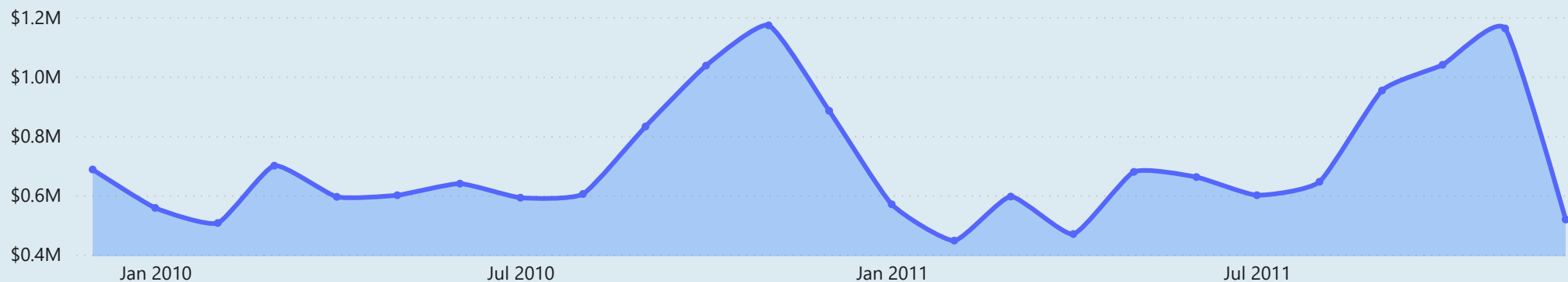
Quantity Sold By Year



Revenue By Country



Revenue By Year/Month





TIME OF DAY ANALYSIS

Deep Dive 2009 -2011



Year, Month

2009

2010

2011

Description

10 COLOUR SPA...

11 PC CERAMIC ...

12 ASS ZINC CH...

12 COLOURED P...

12 DAISY PEGS I...

12 EGG HOUSE ...

12 HANGING EG...

12 IVORY ROSE ...

12 MESSAGE CA...

12 MINI TOADS...

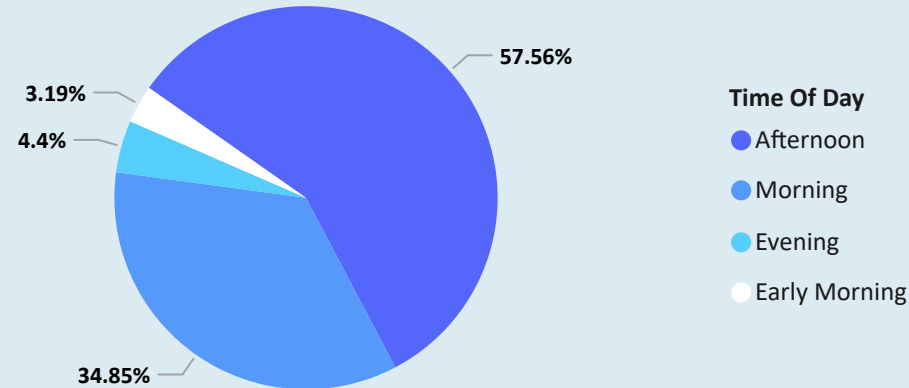
12 PENCIL SMAL...

12 PENCILS SMA...

12 PENCILS SMA...

12 PENCILS SMA...

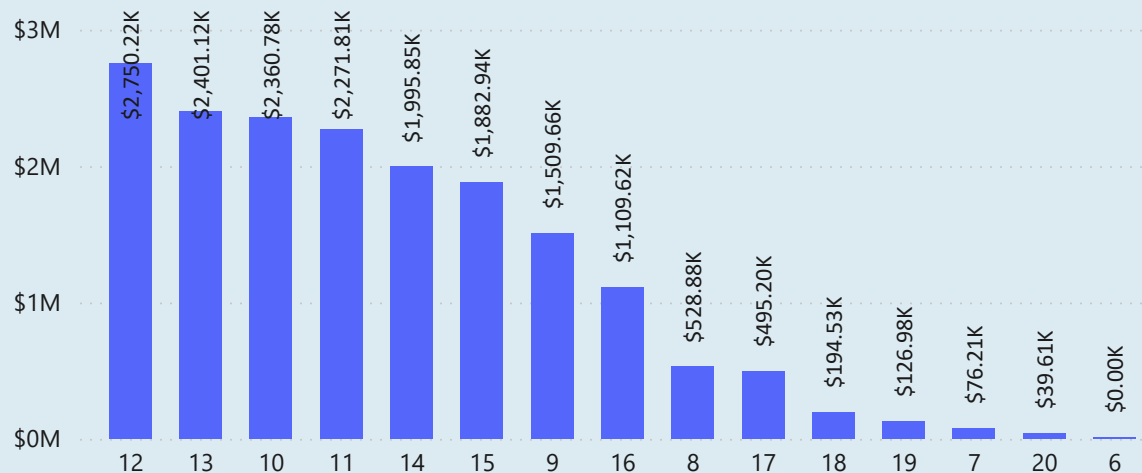
Sales By Time Of Day



% Revenue Heatmap By Day

Weekday	Afternoon	Early Morning	Evening	Morning
Friday	7.97%	0.74%	0.33%	6.51%
Monday	9.55%	0.60%	0.42%	5.31%
Saturday	0.05%			0.01%
Sunday	7.41%			2.83%
Thursday	11.47%	0.79%	2.91%	6.49%
Tuesday	10.39%	0.73%	0.76%	7.19%
Wednesday	10.31%	0.56%	0.40%	6.29%

Revenue By Hour Of The Day



Conclusion

Afternoon was the strongest sales period, contributing over **57%** of total quantity sold, with 12 PM driving the highest revenue at **\$2.75M**. In contrast, 6 AM had the lowest revenue at just \$4.25.

Recommendations

- To maximize impact, focus marketing and operations around **Afternoon** hours, especially **12 PM–3 PM**, while minimizing efforts during low-performing early hours.
- Consider flash deals to boost off-peak engagement.

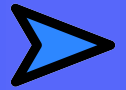


CUSTOMER BEHAVIOR / PRODUCT PERFORMANCE

Deep Dive 2009 -2011

Year, Month

All



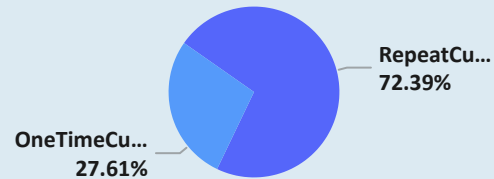
Customer Behavior

Repeat Customers

4255

One Time Customers

1623



Top 50 Customers By Revenue



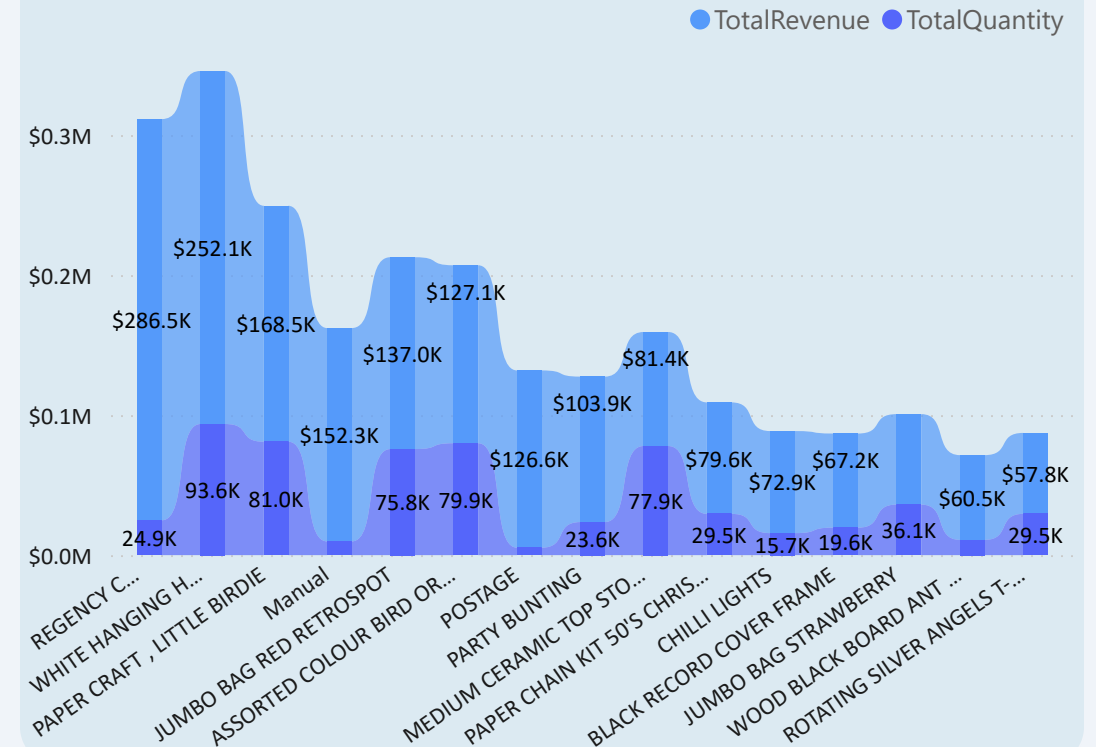
Top 10 Product By Revenue



Top 10 Product By Quantity Sold



Revenue VS Quantity



Conclusion

The top revenue-generating product is the **Regency Cake Stand 3 Tier**, while the most frequently sold item is the **White Hanging Heart T-Light Holder**. Products like the **Medium Ceramic Top Storage Jar** have high sales volume but low revenue contribution.

Recommendation

Prioritize high-value products in promotions and bundles. Leverage frequently sold, low-priced items as upsell opportunities by pairing them with premium products to increase average order value.



Country/Region Analysis

Deep Dive 2009 -2011

Year, Month

☐ 2009

☐ 2010

☐ 2011

Description

☐ 10 COLOUR SP...

☐ 11 PC CERAMI...

☐ 12 ASS ZINC C...

☐ 12 COLOURED...

☐ 12 DAISY PEGS...

☐ 12 EGG HOUS...

☐ 12 HANGING ...

☐ 12 IVORY ROS...

☐ 12 MESSAGE C...

☐ 12 MINI TOAD...

☐ 12 PENCIL SM...

☐ 12 PENCILS S...

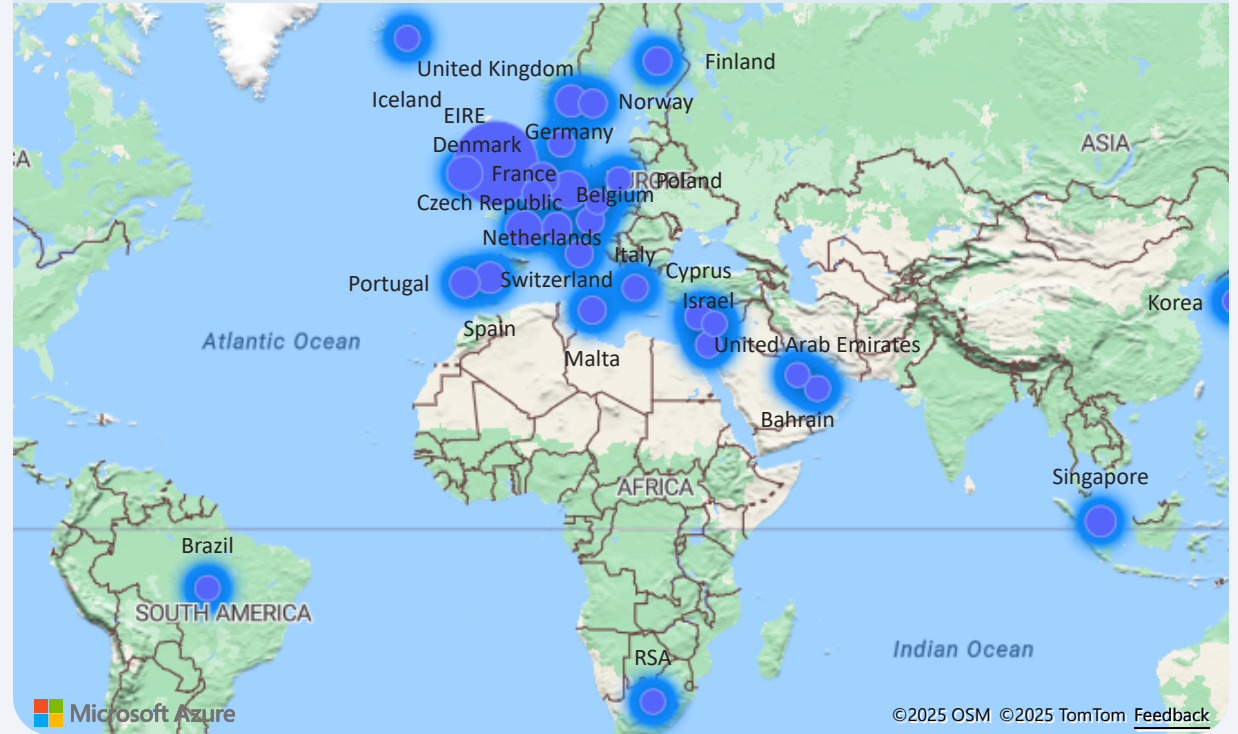
☐ 12 PENCILS S...

☐ 12 PENCILS S...

Quantity Sold By Country/Region



Revenue By Country/Region



Conclusion

The **United Kingdom** is the top-performing country, generating **\$1.21M** in revenue and contributing over **80%** of total sales. This is a staggering 6.85 million percent higher than **Korea**, which recorded the lowest revenue at just **\$17.70**.

Recommendation

Focus business operations, inventory, and marketing efforts on the UK market. Consider evaluating low-performing regions like Korea for potential market exits or niche targeting strategies.