# Sales Performance and Customer Behavior Analysis

theLook eCommerce

## Executive Summary

Revenue increased consistently throughout the observed period, driven primarily by growth in total order volume rather than changes in average order value. Demand remained relatively stable over time, with no strong seasonal patterns or prolonged periods of decline, indicating sustained and reliable business growth.

Sales performance was concentrated in a small number of product categories, particularly Outerwear & Coats and Jeans, which generated a disproportionate share of total revenue. Customer purchasing behavior was heavily skewed toward one-time buyers, who accounted for the majority of both customers and revenue. Because spending per order remained consistent across purchase frequency, future revenue growth could be supported through either continued customer acquisition or improved retention of existing customers.
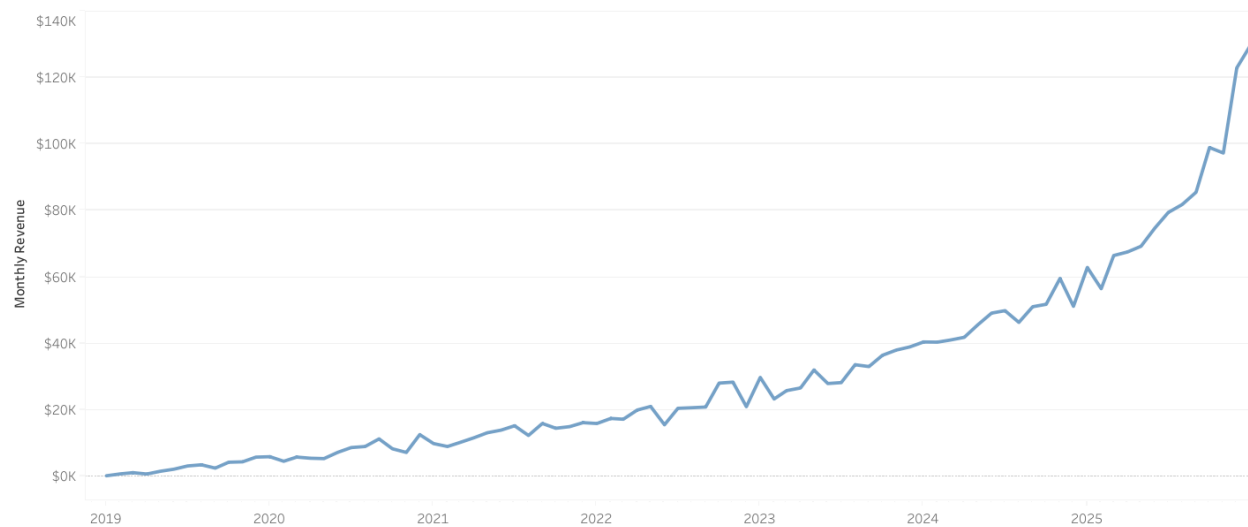
## Objective

The objective of this analysis was to evaluate the sales performance, product category contribution, and customer purchasing habits to provide insight into revenue drivers and potential opportunities for growth.
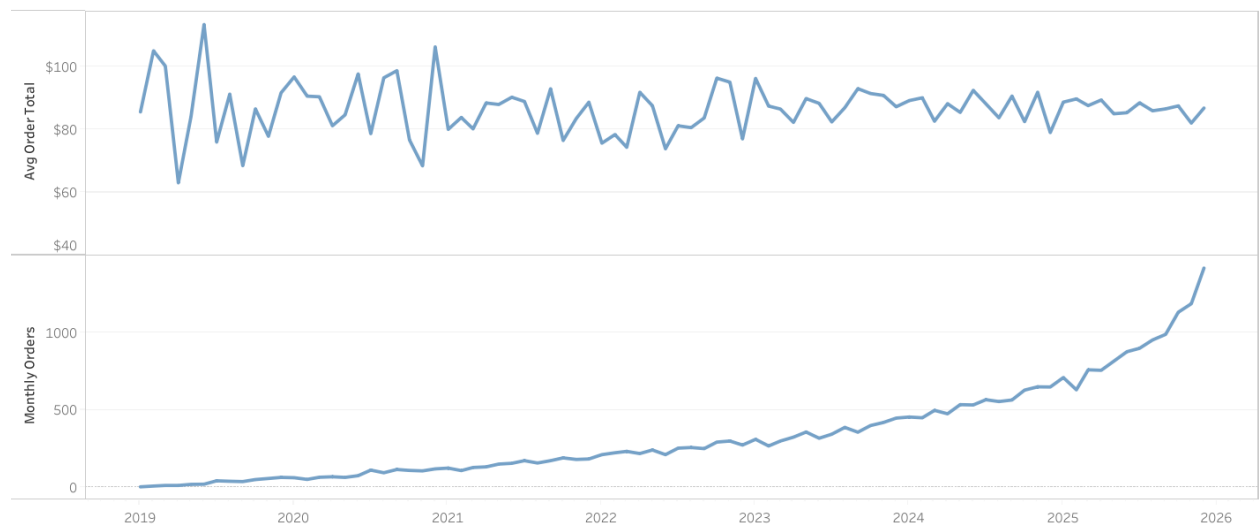
## Data Overview

The analysis used transactional order and product data from the theLook eCommerce dataset, spanning from 2019 through early 2026. The dataset included over 31,362 completed orders across approximately 100,000 unique customers. All analysis was limited to completed orders.
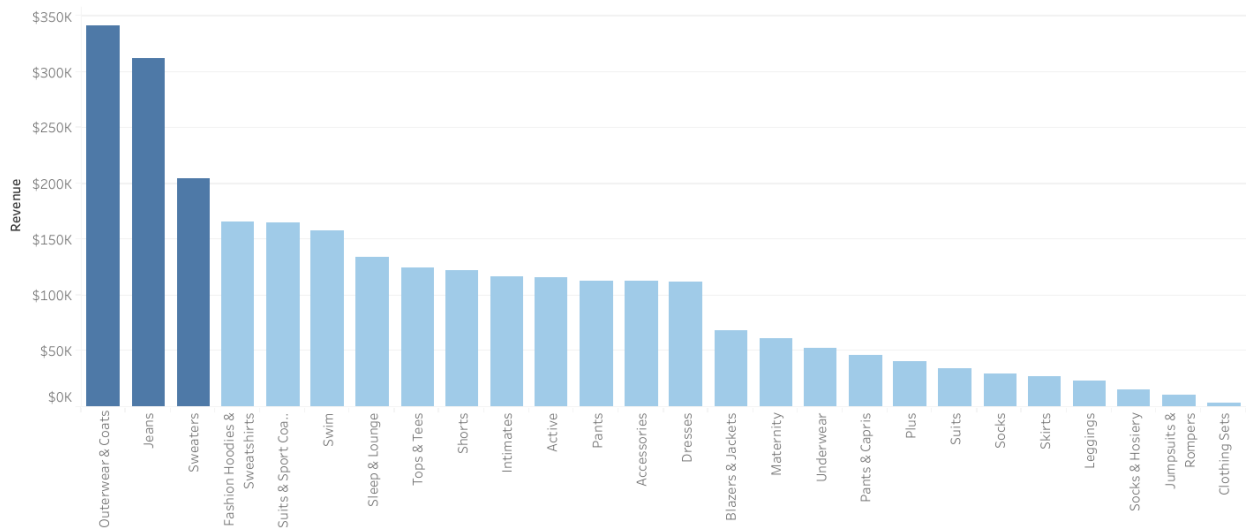
# Revenue Performance Over Time



Revenue increased consistently throughout the observed period, with only minor short-term fluctuations and no major periods of decline. The upward trend indicates continued growth in overall business performance.



This growth in revenue closely mirrors an increase in total order volume, while average order value remained relatively stable over the same period. This suggests that revenue growth has been driven primarily by increased purchasing activity rather than an increase in total spending per transaction. The absence of strong seasonal patterns indicates that demand remained relatively consistent throughout the year.
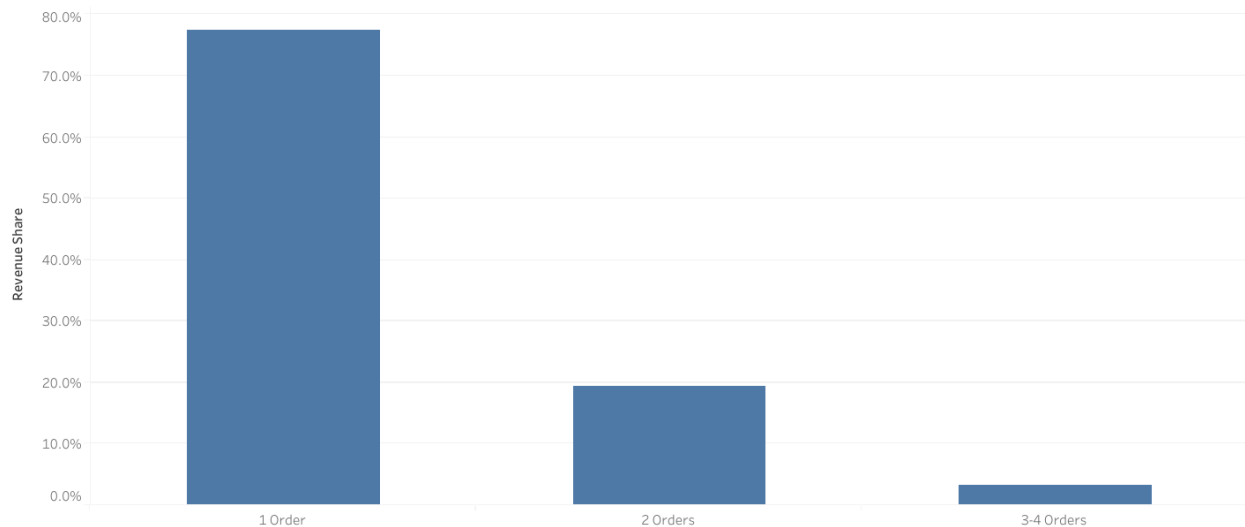
# Product Category Performance



Product category performance was concentrated in a small number of categories. Outerwear & Coats and Jeans each generated over $300,000 in revenue, Sweaters just over $200,000, and the rest well under $200,000. This indicates a limited portion of the product offerings have a disproportionate share of sales.

This disparity suggests that these categories play a crucial role in revenue performance, and any change in demand within these areas could have a meaningful impact on total sales. On the other hand, an opportunity may be present to increase revenue by improving performance of lower-contributing categories.

# Customer Purchasing Behavior

Customer purchasing behavior shows that 77.3% of customers placed only one order during the observed period, accounting for a similar share of total revenue. Average order value remained consistent between initial and repeat purchases, indicating that additional orders generate comparable revenue regardless of whether they come from new or returning customers.

Historically, revenue growth has been driven primarily by customer acquisition. However, per order spending has little deviation across order frequency, showing that both customer acquisition and retention pose viable paths to future revenue growth depending on strategic focus.

## Key Takeaways

- Growth has been driven by increasing order numbers

- Revenue has grown consistently with no patterns of decline

- Most customers only make one purchase; there is opportunity to improve retention

- Seasonal clothing provides a large portion of revenue

All data preparation and analysis were performed using SQL (BigQuery). Visualizations were created in Tableau using exported summary tables.