

theLook eCommerce – 2022 Q3 Performance Report

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Capstone project

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2. Research question
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 - 3.1. KPIs
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Project background

- Dataset - “theLook eCommerce” created by Looker¹
- Business - eCommerce clothing store
- Data time periods available - from 2019.01.02 to 2022.11.06
- Data time period analyzed - 2022 Q3, lasting from 2022.07.01 to 2022.09.30
- Target audience - Head of Product

¹ <https://console.cloud.google.com/marketplace/product/bigquery-public-data/thelook-ecommerce?project=golden-rush-334208>

Research question

How did the business perform in 2022 Q3?
What could be done to improve KPIs in
2022 Q4?

Most KPIs increase by 30%+

In comparison to 2022 Q2

Gross Profit

\$686.09K

↑ 31.2%

↑ \$163K

Revenue

\$1.32M

↑ 31%

↑ \$315K

Orders

20,191

↑ 30.0%

↑ 4,819

Converted users

17,719

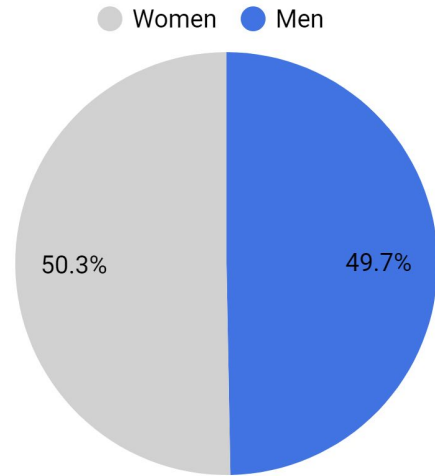
↑ 25.9%

↑ 3,648

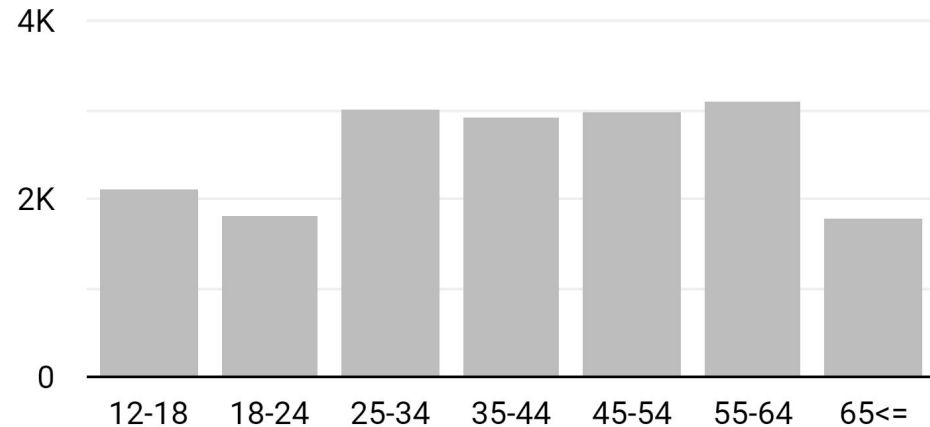
No changes in customer demographics

In comparison to 2022 Q2

Gender division remains equal



Client age remains 25 - 64 y.o.

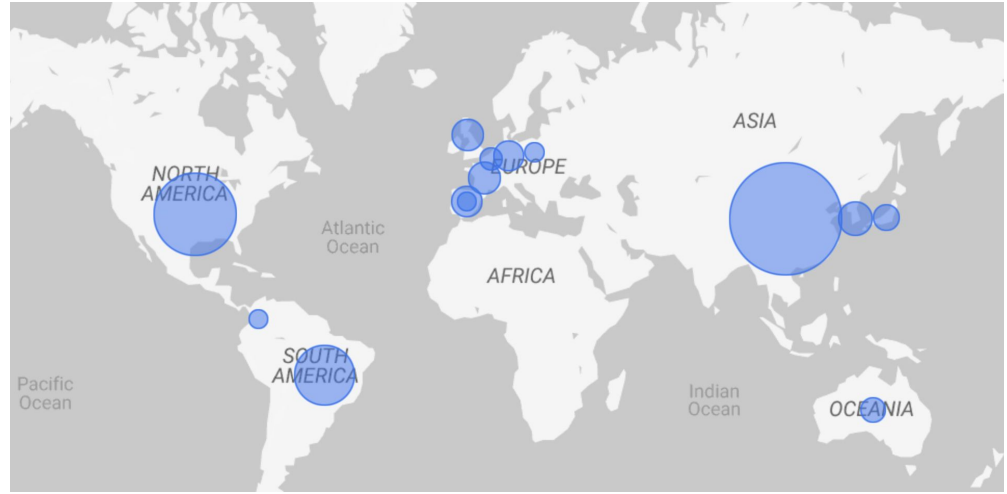


No changes in customer demographics

In comparison to 2022 Q2

Customer base grew in all geographies but relative size remains the same

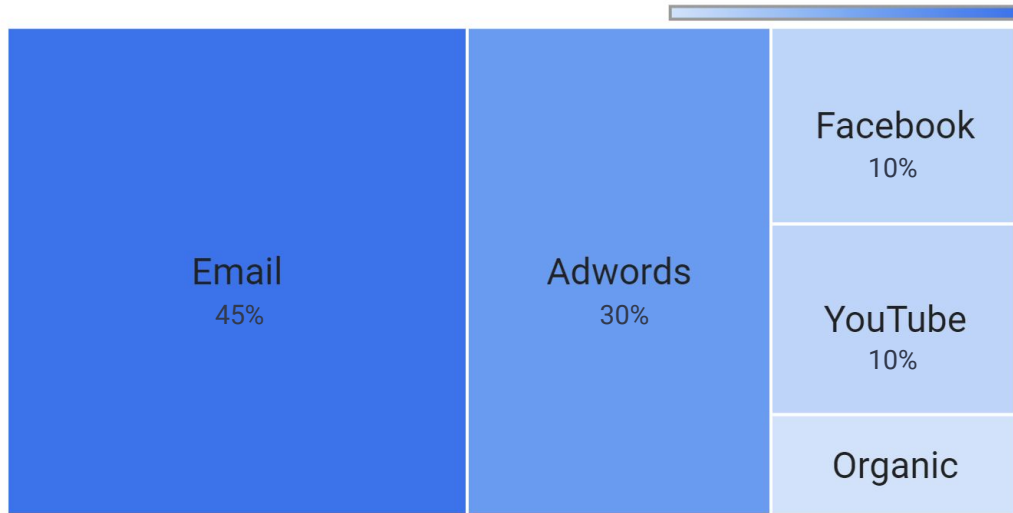
1. China: ~6k customers (↑26%)
2. USA: ~4k customers (↑25%)
3. Europe: ~3.5k customers (↑26%)



User acquisition source division stable

In comparison to 2022 Q2

Email remains the top source from which users come to the website



Positive change in the product funnel

In comparison to 2022 Q2

In Q3 of all users

- 88% added to cart
- 33% purchased

VS

In Q2 of all users

- 79% added to cart
- 30% purchased

product	87.6K		19.3%
cart	71.5K		24.1%
purchase	29.1K		31.4%

Improvement in customer retention

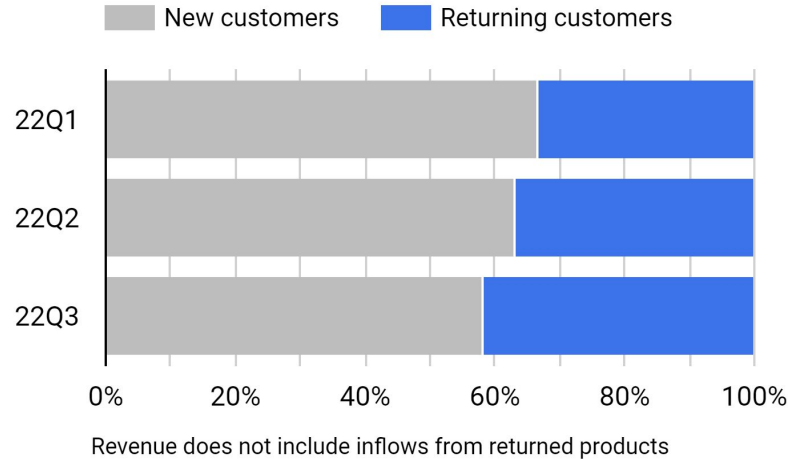
In comparison to 2022 Q2

Retention (in terms of purchases) for first months has improved

Cohort*	Month 0	Month 1	Month 2	Month 3
Jan 2022	100.0%	2.9%	1.8%	1.1%
Feb 2022	100.0%	3.5%	1.6%	1.2%
Mar 2022	100.0%	3.3%	1.6%	1.8%
Apr 2022	100.0%	4.3%	0.9%	1.3%
May 2022	100.0%	4.5%	1.6%	2.2%
Jun 2022	100.0%	3.5%	1.7%	2.3%
Jul 2022	100.0%	3.6%	2.3%	2.6%
Aug 2022	100.0%	4.9%	2.9%	
Sep 2022	100.0%	5.4%		

*Users divided based on date of 1st purchase

Growing revenue from returning customers

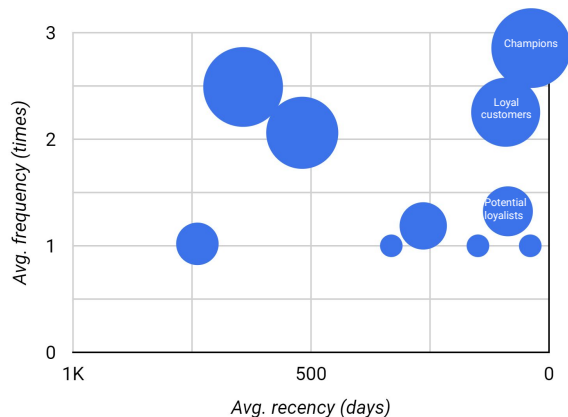


Revenue from returning customers:

- Q1: 34%
- Q2: 37%
- Q3: 42%

Variations in RFM segment growth

Segments overall



Huge increase in revenue from Champions

	RFM segment	Revenue ▾	% Δ	Customers	% Δ	Avg. order value	% Δ
1.	Champions	\$687K	277.8% ↑	4.5K	190.0% ↑	\$112	14.1% ↑
2.	Loyal Customers	\$512K	21.2% ↑	4.1K	18.4% ↑	\$106	3.6% ↑
3.	Potential Loyalists	\$430K	22.6% ↑	5.1K	83.3% ↑	\$84	-26.2% ↓
4.	Recent Customers	\$81K	-	3.4K	-	\$24	-
5.	Needing Attention	\$22K	-93.1% ↓	265.0	-93.0% ↓	\$82	-1.7% ↓
6.	Promising	\$4K	-93.2% ↓	181.0	-92.8% ↓	\$23	-5.6% ↓

Champions - frequent & high-value purchases

Loyal cust. - relatively frequent & valuable purchases

Potential loyalists - moderately frequent & valuable purchases

Recent customers - just had their first purchases

Needing attention - not very frequent or valuable purchases

Promising - joined relatively recently, low frequency & value

Winning categories remain the same

	Category	Revenue ▾	% Δ	Units sold	% Δ
1.	Outerwear & Coats	\$224K	36.0% ↑	1.5K	30.3% ↑
2.	Jeans	\$206K	32.2% ↑	2.1K	29.9% ↑
3.	Sweaters	\$137K	30.2% ↑	1.8K	31.2% ↑
4.	Suits & Sport Coats	\$109K	37.6% ↑	830.0	29.5% ↑
5.	Fashion Hoodies & ...	\$105K	31.3% ↑	1.9K	32.9% ↑
6.	Swim	\$102K	23.5% ↑	1.8K	29.6% ↑
7.	Sleep & Lounge	\$89K	33.3% ↑	1.8K	31.4% ↑
Grand total		\$2M	31.9% ↑	29.1K	31.4% ↑








Category order did not change

Growth in almost all categories

60% male customers in top 3 categories

Worst performing categories:
- clothing sets,
- jumpsuits & rompers,
- socks & hosiery

9,3% of items returned

	Category	Units ▾	Lost revenue
1.	Jeans	204	\$20K 
2.	Intimates	203	\$8K 
3.	Fashion Hoodies &...	192	\$11K 
4.	Tops & Tees	190	\$7K 
5.	Swim	189	\$10K 
6.	Sleep & Lounge	183	\$9K 
7.	Shorts	180	\$7K 
Grand total		2,951	\$179K

Recommendations

- Continue strategy for customer acquisition and retention
- Encourage Potential Loyalists to become Loyal Customers
- Clothing set product category could be discontinued
- Rate of return of items should be decreased