

How have total sales evolved over the last 5 years?

*Hover over the charts to see the explanatory texts that show my analytical thinking



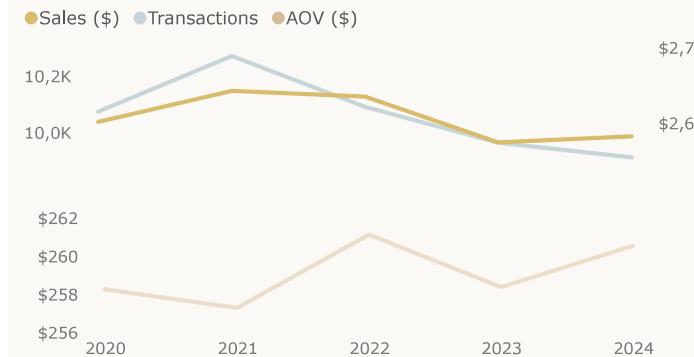
How have total sales evolved over the last 5 years?



Sales show an initial growth followed by a **clear decline over the last two years**, with only a slight recovery at the end.

What happened?

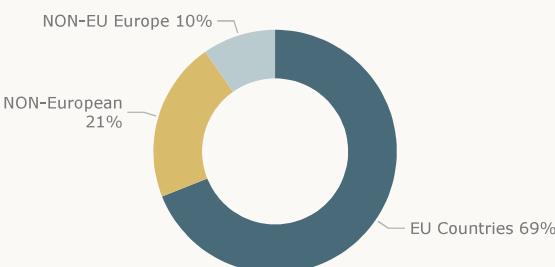
Are sales more influenced by number of transactions or AOV?



Does the product value mix impact the AOV?

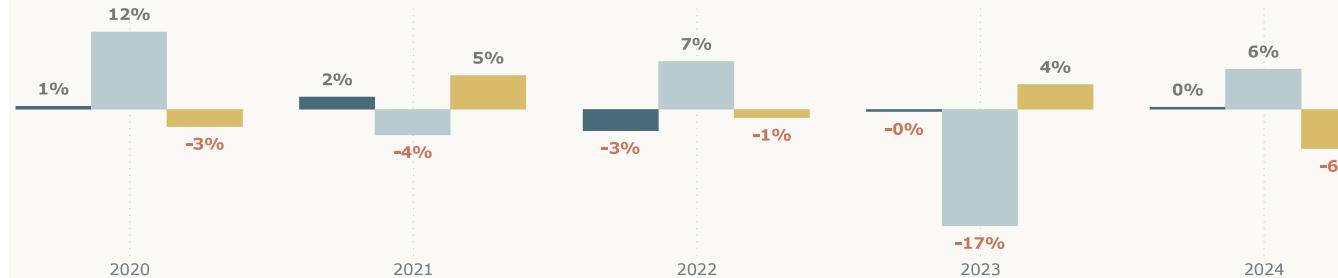


From which countries do transactions come?



Could geographic changes explain part of the transaction decline?

● EU Countries ● Non-EU Europe ● Non-European



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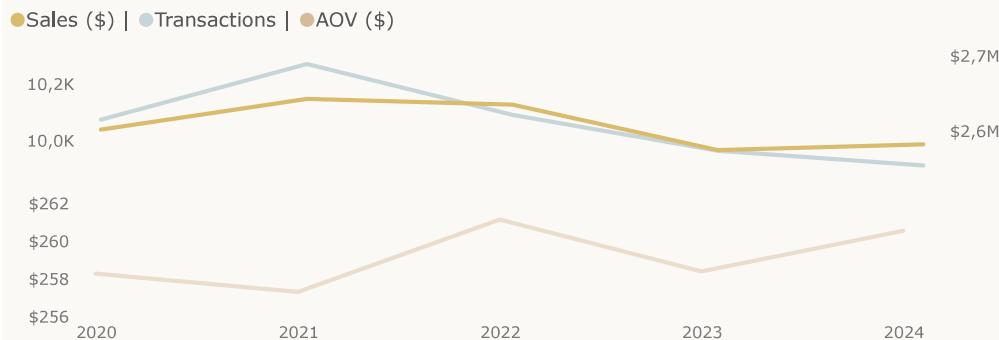
\$13M
Tot Sales

50K
Tot Transactions

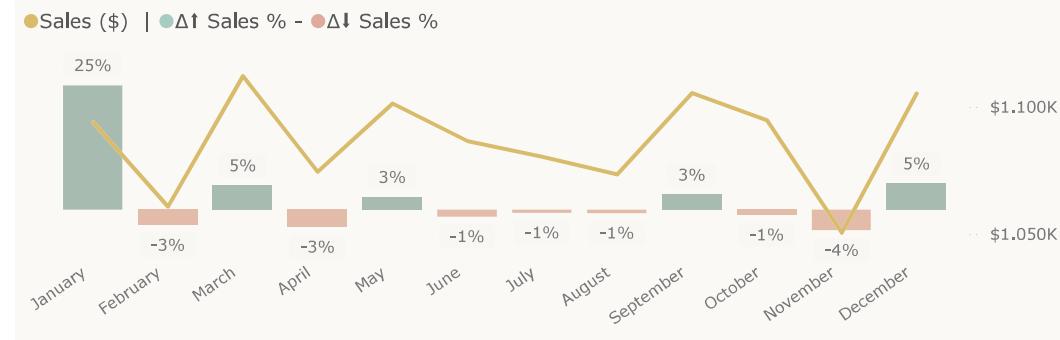
\$259
AOV



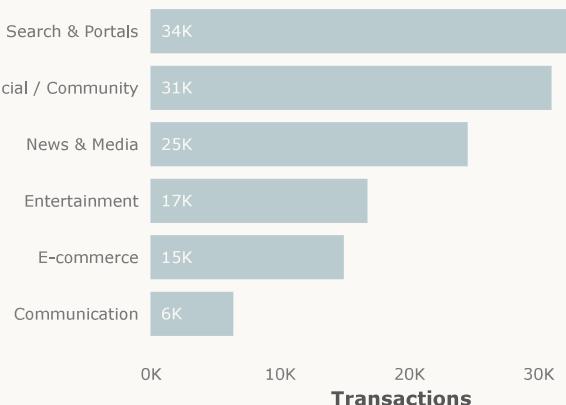
Are sales driven more by the number of transactions or by the AOV?



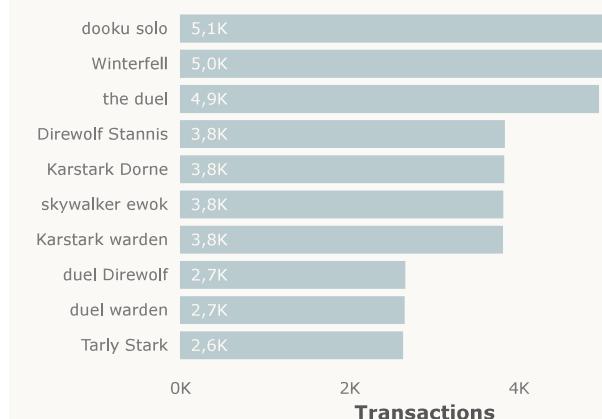
Are there seasonal trends in sales?



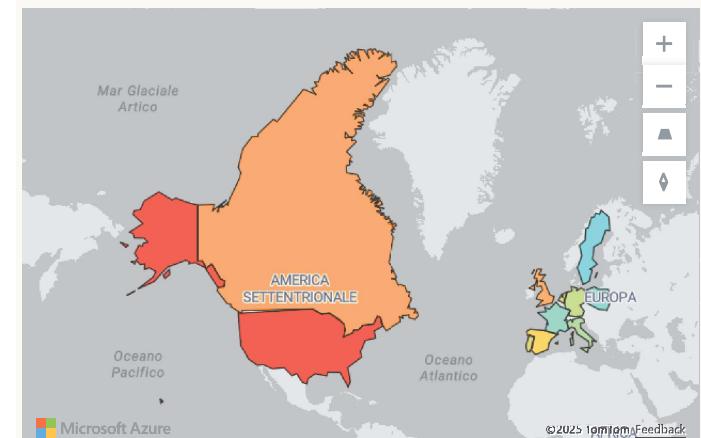
Which are our best sales channels?



Which are our top 10 products?



Where do most of our customers come from?



Why have our sales declined over the last two years? (2023 - 2024)

Select the period of interest

2020 2024

Avg Sales 2021-22

\$2.639K

Avg Sales 2023-24

\$2.579K

Δ% in Sales

-2%

Δ \$ in Sales

(\$60K)

Tot Transactions

50,3K

Transactions Previous Period

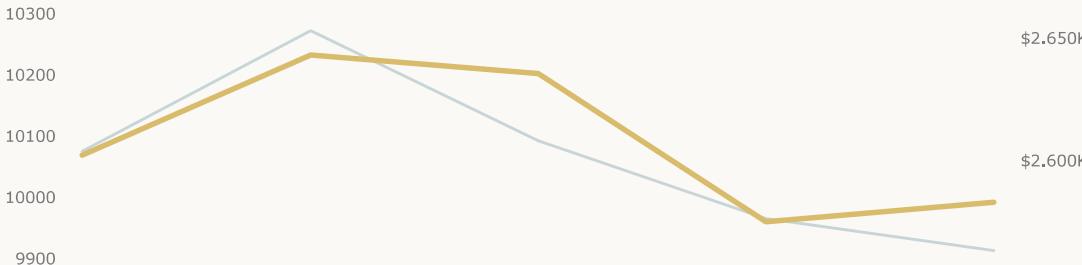
50,4K

Δ in Transactions

-74

Are sales driven more by the number of transactions or by the AOV?

Sales (\$) Transactions AOV (\$)

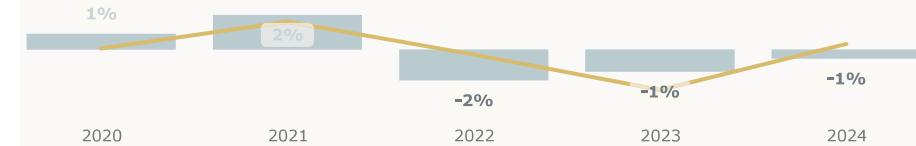


How big is our sales % drop?



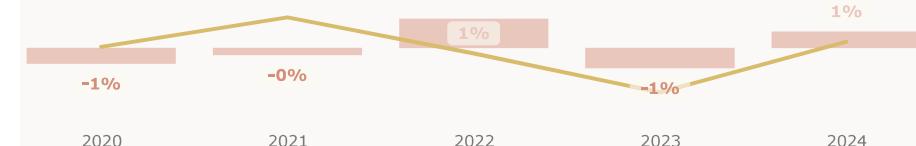
How much does the change % in transactions affect?

Transactions YoY % Sales YoY %



How much does the change % in AOV affect?

AOV YoY % Sales YoY %



The drop in **sales** between 2023 and 2024 is mainly due to the decrease in the number of **transactions**.

The **AOV** also declines, but less significantly. It falls in 2023 but recovers in 2024, while the number of transactions remains low.

Can we detect any changes in our sales channels?

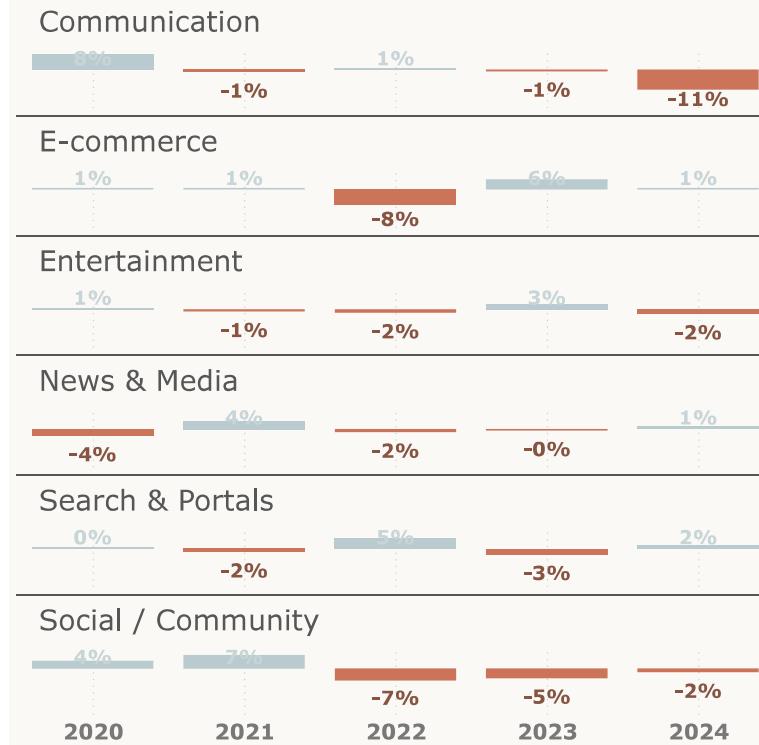
Select the period of interest

2020

2024

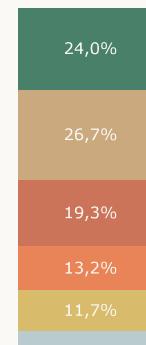


Change % in transactions per channel



How much does each sales channel impact the transaction volume?

- Communication
- E-commerce
- Entertainment
- News & Media
- Search & Portals
- Social / Community



The Communication channel has dropped in 2023 and more in 2024.

Despite this, it is not the main driver of the general decline in transactions, because its weight is too low in absolute terms, since it represents just 5% of total transactions.

The Social channel is one of the most important in terms of transaction volume (≈ 24 percent of the total).

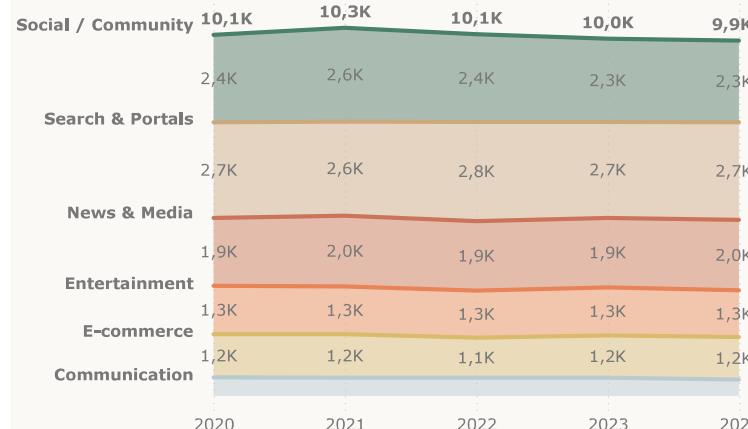
In 2023 and 2024 it shows:

- a clear decline in performance
- year-over-year percentage changes that are consistently negative
- no signs of recovery

Given its weight, even small drops in the Social channel have a significant impact on the total number of transactions.

► **This could be one of the reasons behind the overall drop in transaction volume.**

Transactions by Channel over years



Can we detect any changes in countries?

Select the period of interest

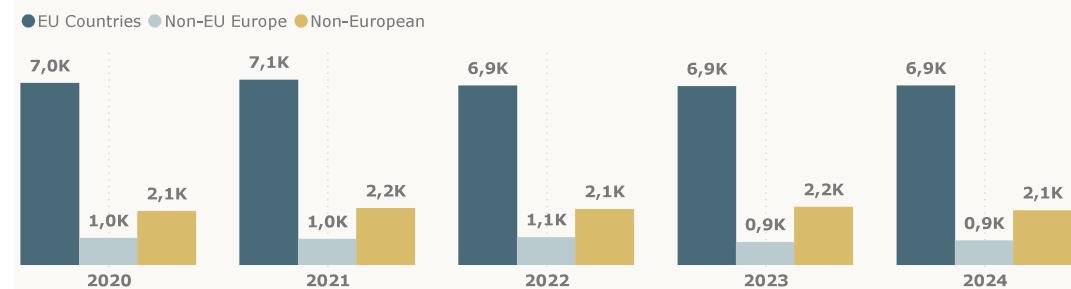
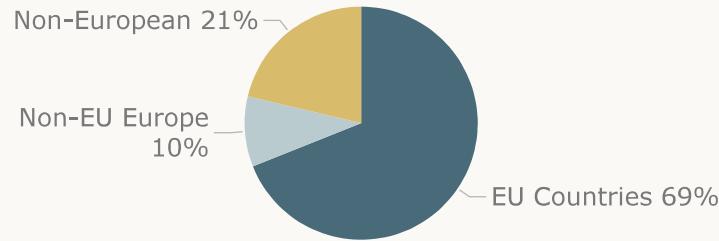
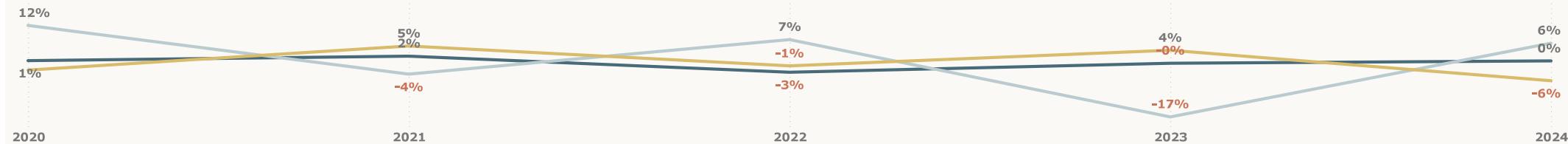
2020

2024

Tot Transactions	Transactions Previous Period	Δ in Transactions
50,3K	50,4K	-74

Change % in transactions per geographical area

● EU Countries ● Non-EU Europe ● Non-European



The decline in transactions in 2023–2024 is also partially explained by the geographical dimension.

In 2023, the reduction observed in the Non EU Europe countries (United Kingdom) weighs almost as much, in absolute terms, as the contraction seen in 2024 in the Non European countries (United States and Canada).

Together, these two geographical drops have an impact comparable to that observed in our sales channels.

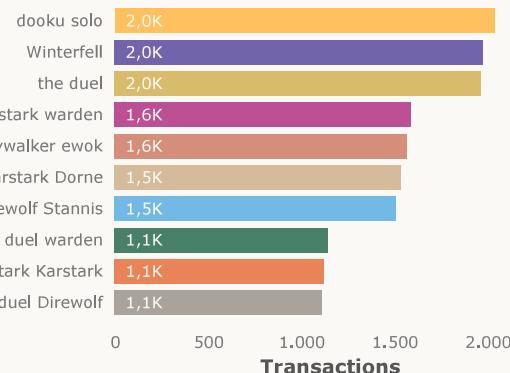
Can we detect any changes in our best seller products?

Select the period of interest

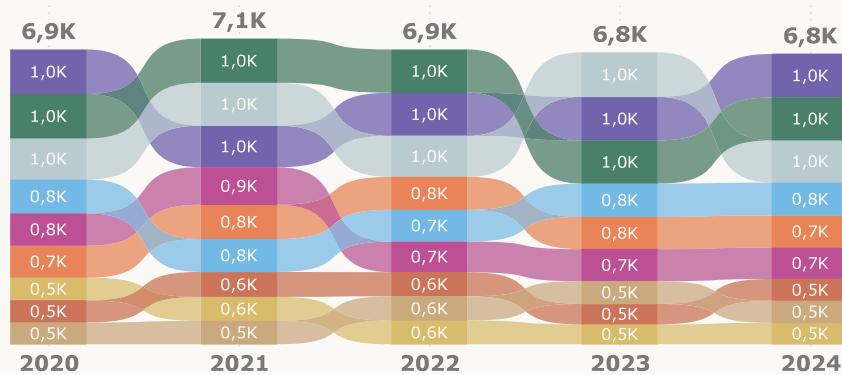
2020

2024

In 2021-2022 Which are our top 10 products?

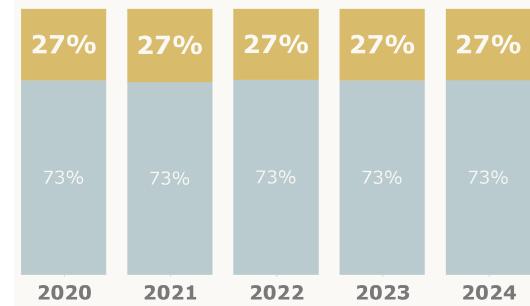


Has there been any significant change in transactions of our best selling products?



Has the Best Products share changed enough to affect total volume?

● Others ● Best products 2021-22



The decrease in total transactions does not appear to be linked to a decline in best sellers.

Sales from the "Best Products" segment remain stable in terms of their percentage share of total transactions.

Conclusions

Overall, the decline in sales in the last two years (2023–2024) appears to be driven by a combination of:

- structural weakness in the Social channel
- geographic drop (UK, US, Canada)
- stable AOV unable to compensate for the drop in transaction volume

Recommendations

1. Investigate and recover the performance of the Social channel (priority n.1)

Given its weight and its continued decline, this should be the first area of intervention.

Identify whether budget cuts or changes have reduced reach/conversions

Test new creative formats, audiences and placements

Analyze changes in audience behavior across the main platforms

Review campaign strategy, creative fatigue, targeting and attribution

2. Conduct market-specific diagnostics for UK, US and Canada