



Home



Sales



Product



Clients



Online vs Offline



Summary



Year

2023

Month

All



Christmas Sales & Trend

Onyx Data DNA Challenge December 2023

Trending Top 5 Products

Product Category

Clothing

Decorations

Electronics

Food

Toys

ProductID	ProductName	Quantity Sold	Stars
261	Toys_Product	20	★★★★★
889	Toys_Product	18	★★☆☆☆
187	Toys_Product	17	★★★★☆
220	Toys_Product	17	★★★★★
907	Toys_Product	17	★★☆☆☆

SALES ANALYSIS

Year Month Category Online Orders PromotionsA... Event

All All All All All All

Orders by OnlineOrderFlag	
True	False
5,418	4,582

10,000

Orders

1.58M

Total Revenue

30,106

Quantity Sold

69.55K

Discounts

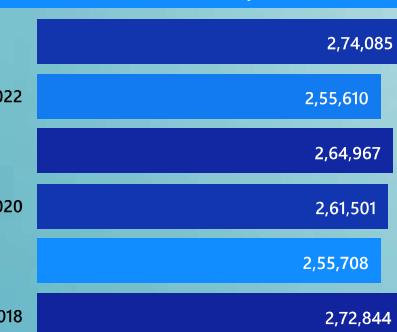
5,041

Promotion Applied

5,025

Gift Wraps

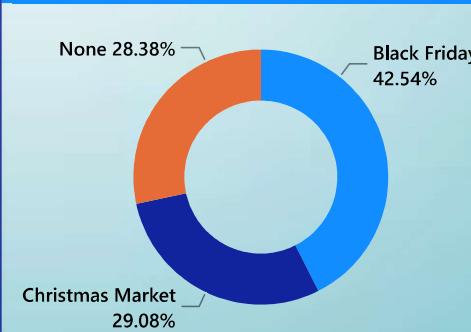
Total Revenue by Fiscal_Year



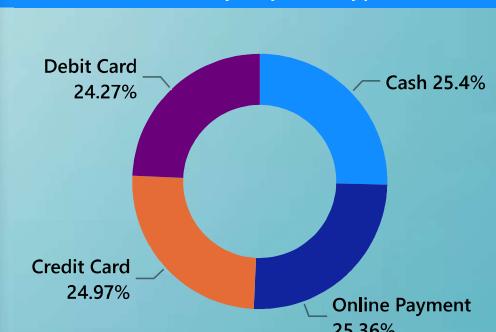
Orders by Fiscal_Year



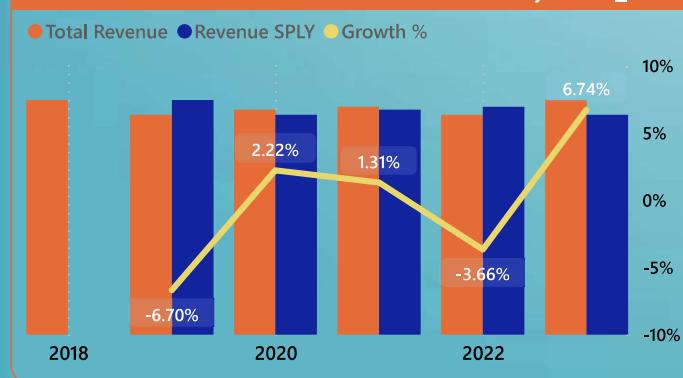
Orders by Event



Orders by PaymentType



Total Revenue, Revenue SPLY and Growth % by Fiscal_Year



Orders by Weekday



Orders by Hour



Product based Analysis

Year ▾

All ▾

Month ▾

All ▾

Category ▾

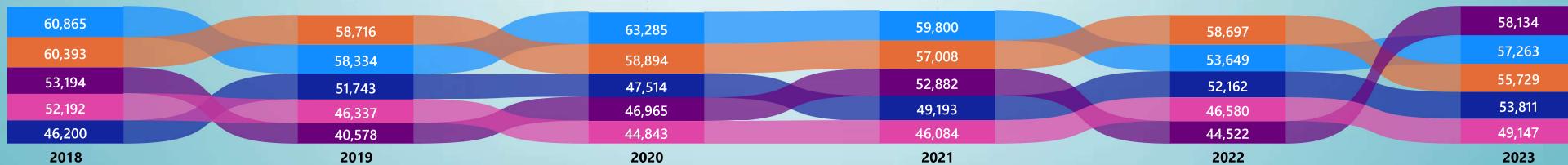
All ▾

Online Orders ▾

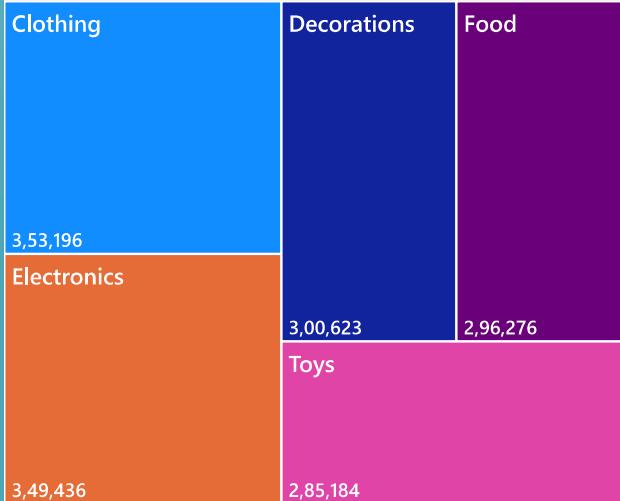
All ▾

Net Sales by Year and Category

Clothing Decorations Electronics Food Toys

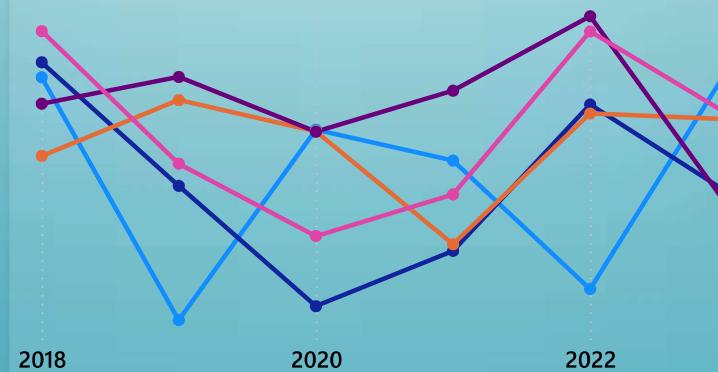


Total Revenue by Category

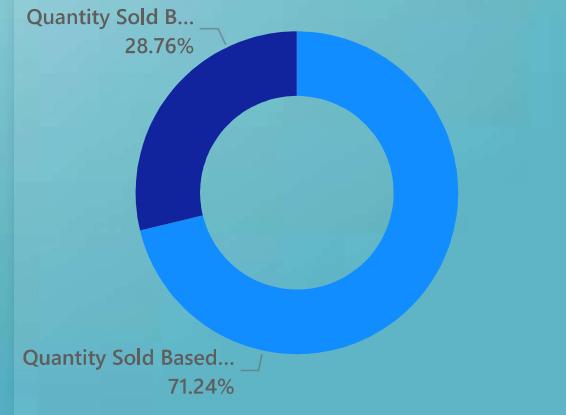


Net Sales and UnitPrice correlation for ProductID by Fiscal_Year and Category

Clothing Decorations Electronics Food Toys



Quantity Sold Based on Events and Quantity Sold Based on No Events



Customer Segmentation

Genders		
Other	Female	Male
178	162	160

1,974

Fully Satisfied

1,991

Satisfied

1,991

Neutral

1,974

Partially Satisfied

2,070

Not Satisfied

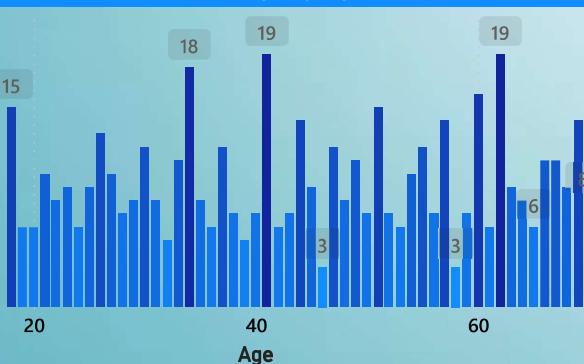
Year All

Month All

Category All

Online Orders All

Count of Age by Age



Orders by SatisfactionCategory and DeliveryTimeCategory



Key influencers

Top segments

What influences Age Group to be "18-28" ?

When...

...the likelihood of Age Group being "18-28" increases by

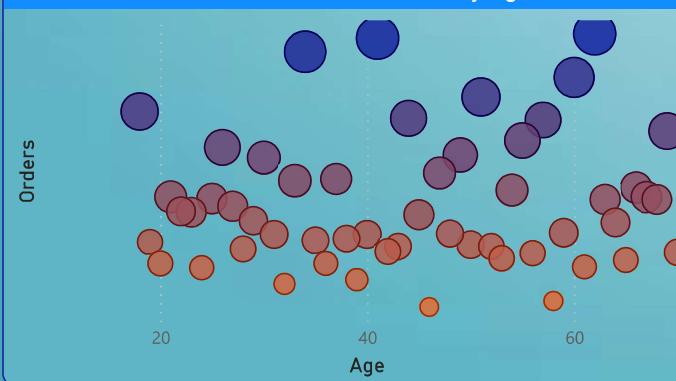
1.12x

Total Revenue goes down 12626.27

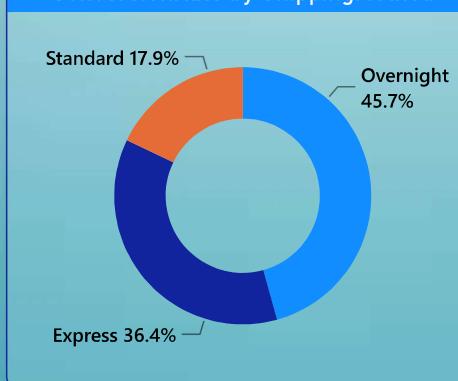
Sort by: Impact Count



Orders and Total Revenue by Age



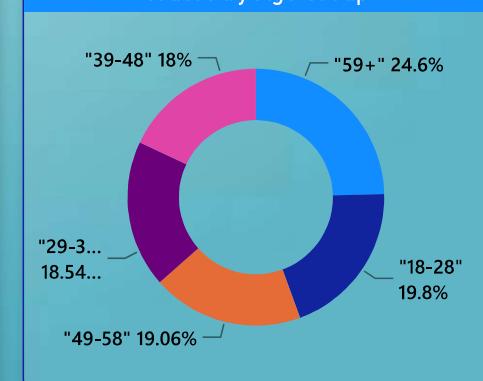
ConversionRate by ShippingMethod



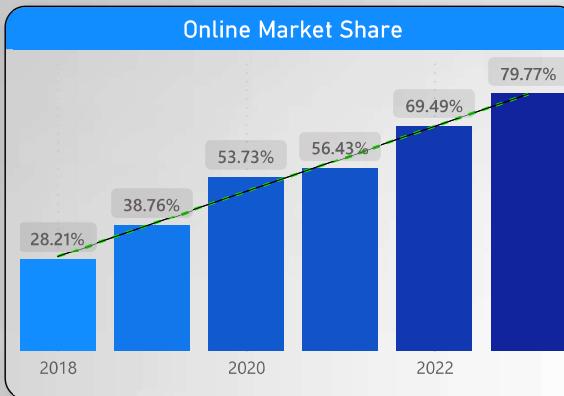
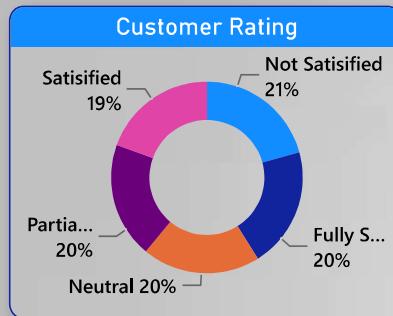
Top 10 Customers

CustomerID	Total Revenue	Orders
474	7,529.95	44
481	5,975.50	30
499	5,954.12	31
380	5,897.29	33
110	5,878.43	27
115	5,646.03	29
54	5,638.59	33
164	5,536.53	30
350	5,393.21	30
484	5,295.54	30

Orders by Age Group



Online VS Offline



Fiscal Year	Total Revenue	Orders	Quantity Sold
2018	76,973.14	477	1,456
2019	99,105.33	632	1,900
2020	1,40,515.21	848	2,640
2021	1,49,533.85	966	2,874
2022	1,77,620.51	1,156	3,452
2023	2,18,629.44	1,339	4,085
Total	8,62,377.48	5,418	16,407

At 79.77%, 2023 had the highest Online Market Share % and was 182.75% higher than 2018, which had the lowest Online Market Share % at 28.21%.

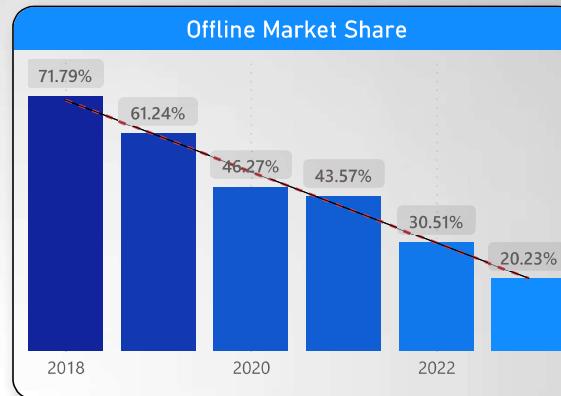
Across all 6 Fiscal Year, Online Market Share % ranged from 28.21% to 79.77%.

Express in DeliveryTimeCategory Slow made up 14.14% of Online orders.



Year

Month

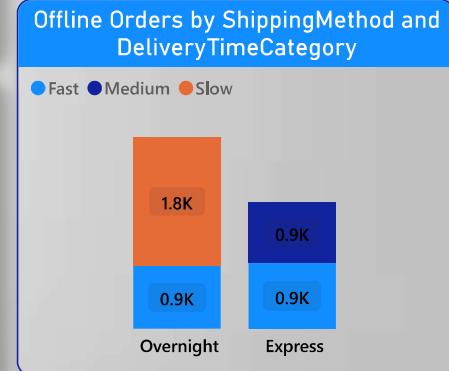
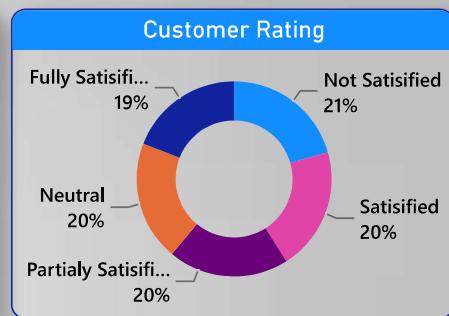


Fiscal Year	Total Revenue	Orders	Quantity Sold
2018	1,95,871.11	1,212	3,688
2019	1,56,602.69	997	3,023
2020	1,20,985.34	830	2,397
2021	1,15,433.21	720	2,075
2022	77,989.68	483	1,473
2023	55,455.18	340	1,043
Total	7,22,337.22	4,582	13,699

At 20.23%, 2023 had the lowest Offline Market Share % and was -254.81% lower than 2018, which had the Highest Offline Market Share % at 71.79%.

Across all 6 Fiscal Year, Offline Market Share % ranged from 71.79% to 20.23%.

Overnight in DeliveryTimeCategory Slow made up 40.31% of Offline Orders.

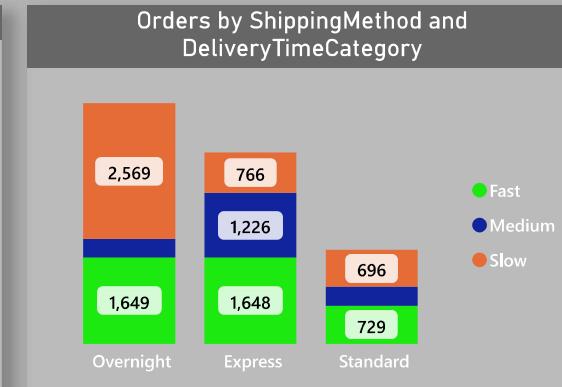
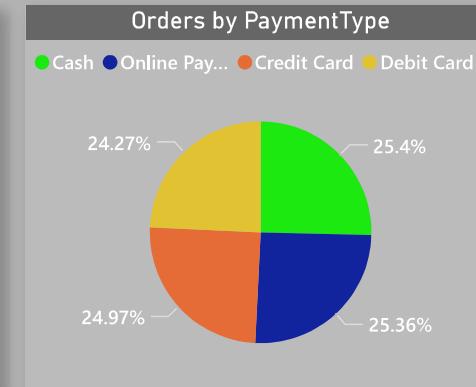
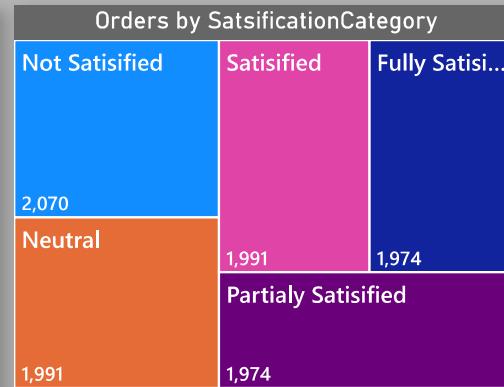


Summary

Year All

Month All

Online Orders All



Quick Summary

At 2,230, Clothing had the highest Orders and was 22.19% higher than Food, which had the lowest Orders at 1,825.

Across all 5 Category, Orders ranged from 1,825 to 2,230.

Overnight in DeliveryTimeCategory Slow made up 25.69% of Orders.

Slow had the highest average Orders at 1,343.67, followed by Fast at 1,342 and Medium at 647.67.

