

Beauty Product Overview

TOTAL SALES

0.59M

Country, City, ...

Malaysia

Singapore

ProductName

Sum

Aurora Glow
Eyeliner

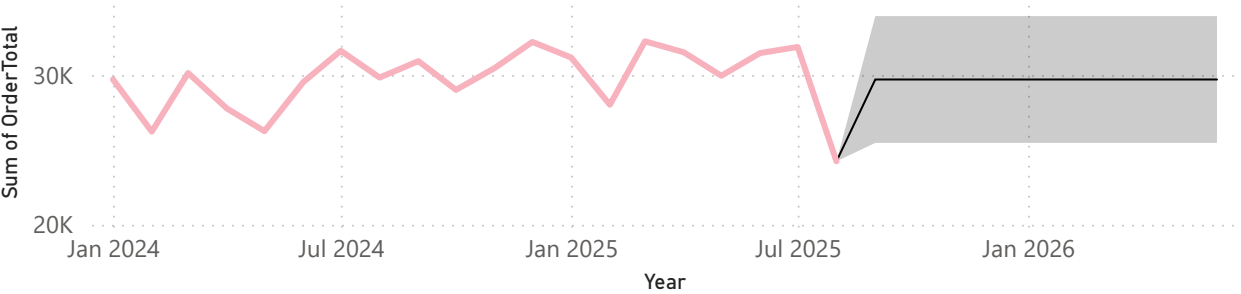
Aurora Glow
Face Wash

Aurora Glow
Lip Gloss

Total

\$

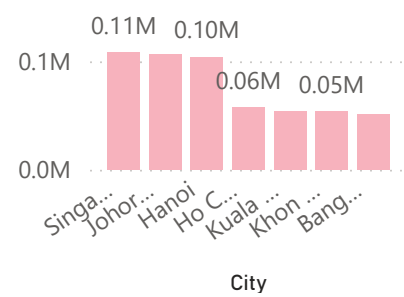
Sum of OrderTotal by Year, Quarter and Month



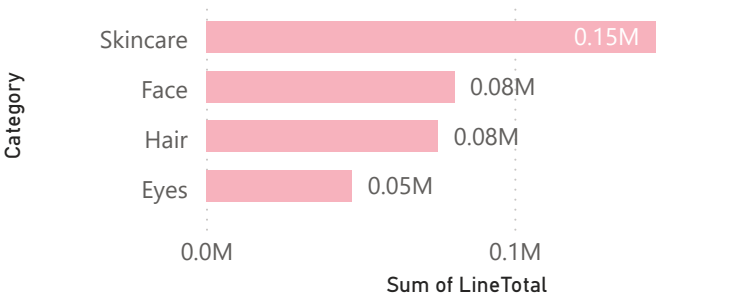
Sum of OrderTotal by City



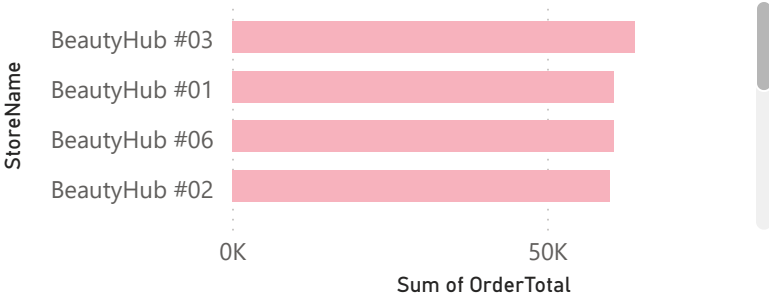
Top sales by City



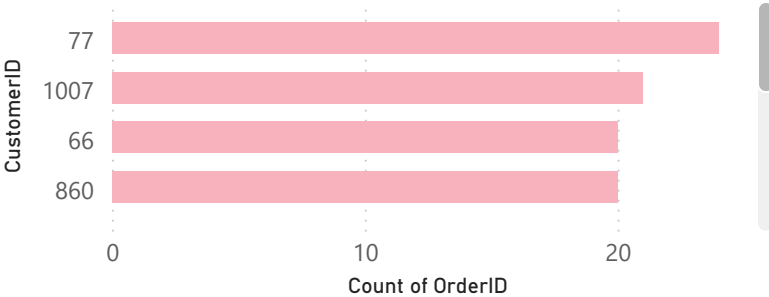
Top sale by Category



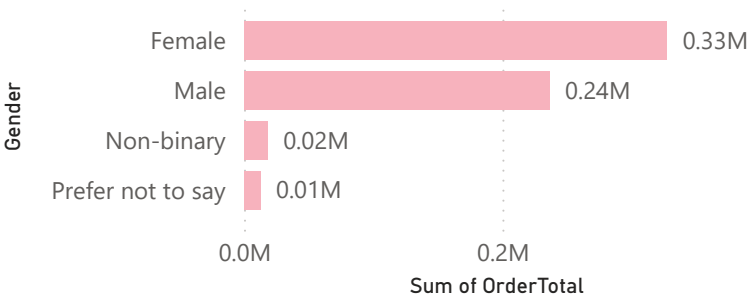
Top sale by StoreName



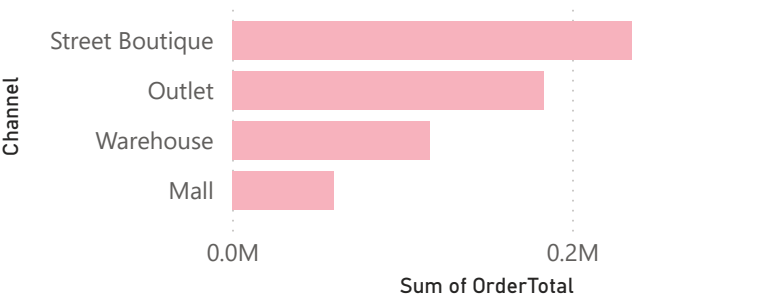
Top 10 Spenders



OrderTotal by Gender



OrderTotal by Channel



Seasonality & Trend Analysis

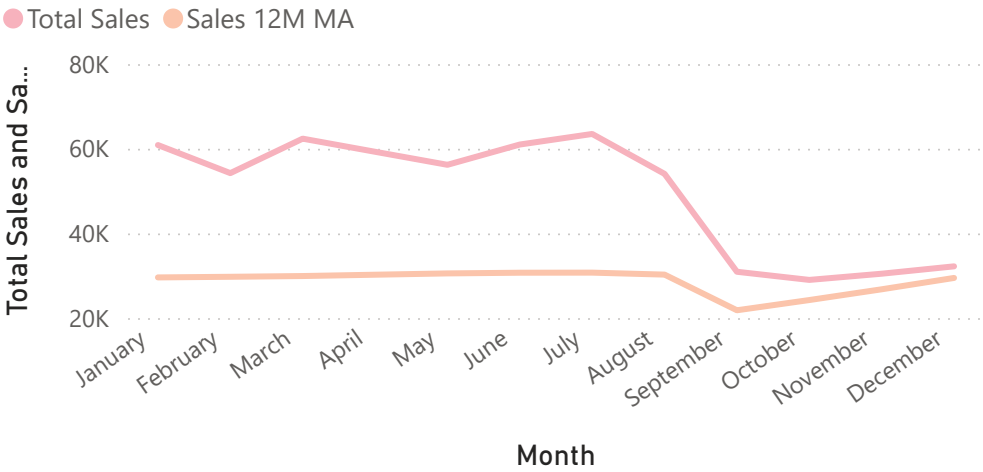
Year, Quarter, M...

All

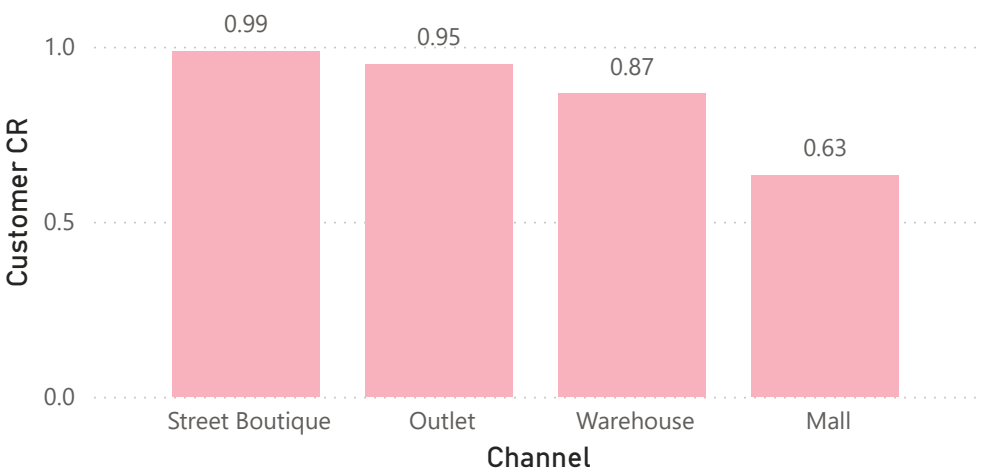
Country, City, St...

- ☐ Malaysia
- ☐ Singapore
- ☐ Thailand
- ☐ Vietnam

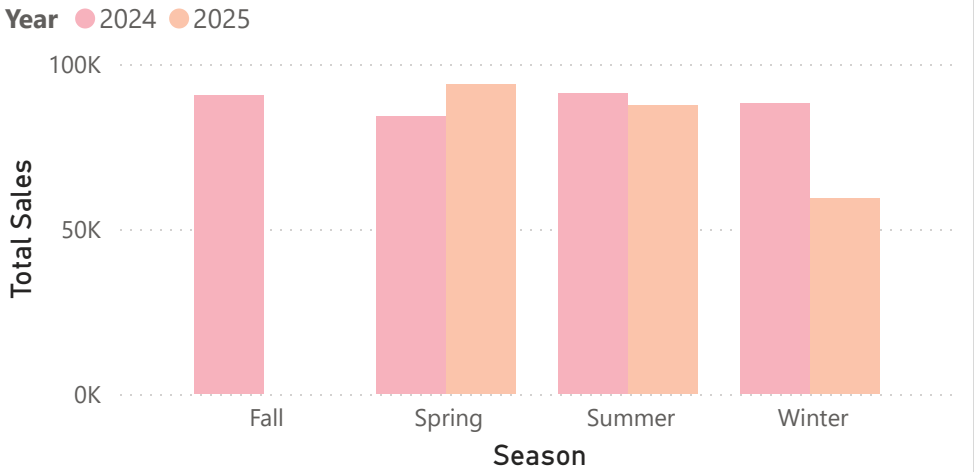
Total Sales and Sales 12M MA by Month



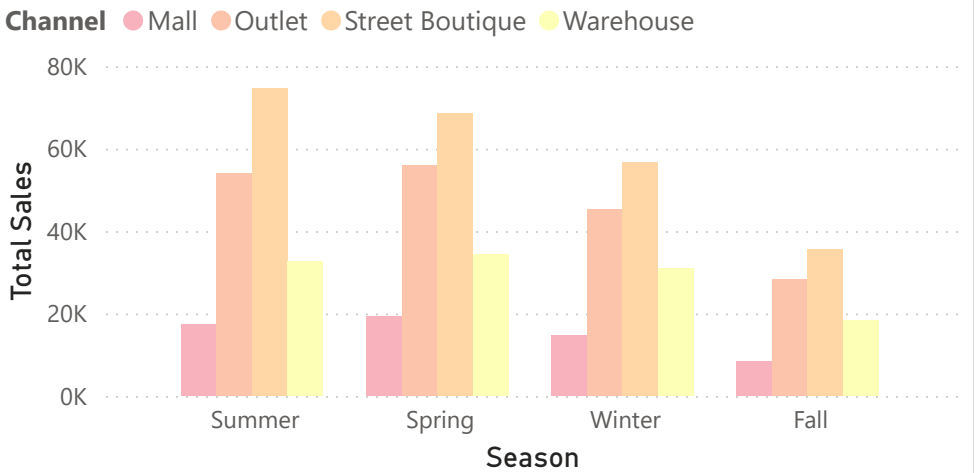
Customer Conversion Rate by Channel



Total Sales and Sales YoY % by Season and Year



Total Sales by Season and Channel



Year	Fall	Spring	Summer	Winter
2024	90,378.12	84,124.56	90,948.48	88,103.93
Total	90,378.12	177,817.93	178,499.09	147,273.00

RFM Analysis

Year, Quarter, M...

All

Country, City, St...

- ☐ Malaysia
- ☐ Singapore
- ☐ Thailand
- ☐ Vietnam

RFM Analysis

CustomerID RFM Code RFM Segment

1 121.00 Others

10 152.00 At Risk

100 111.00 Hibernating

1000 155.00 At Risk

1001 154.00 At Risk

1002 543.00 Loyal

1003 135.00 At Risk

1004 211.00 Hibernating

1005 334.00 Others

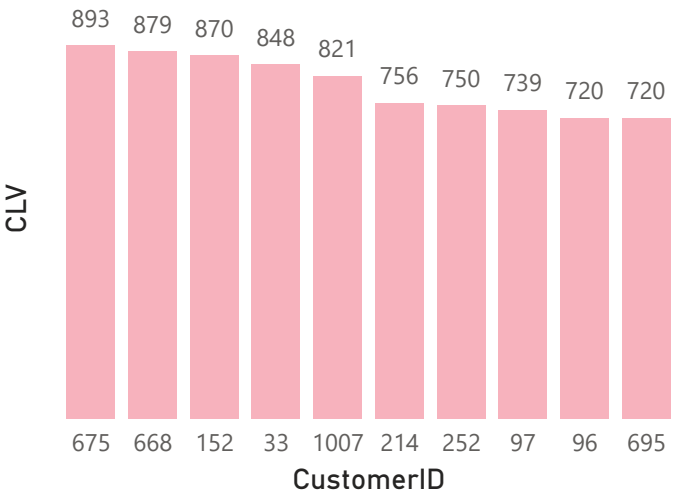
Average Customer Lifetime Value

\$354.70

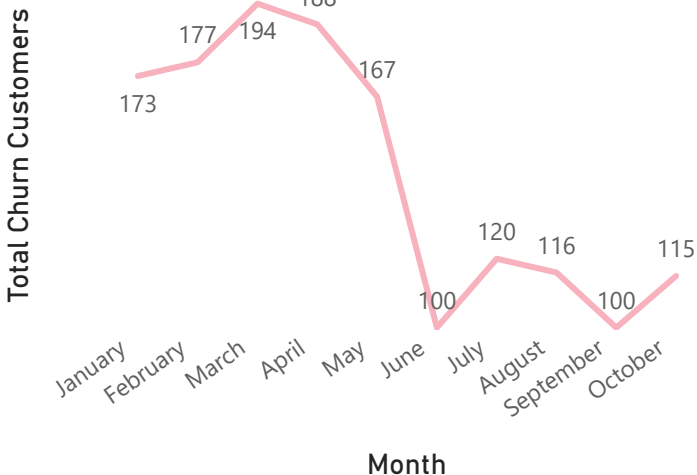
Total Customers No repeat purchase within 90 days

282

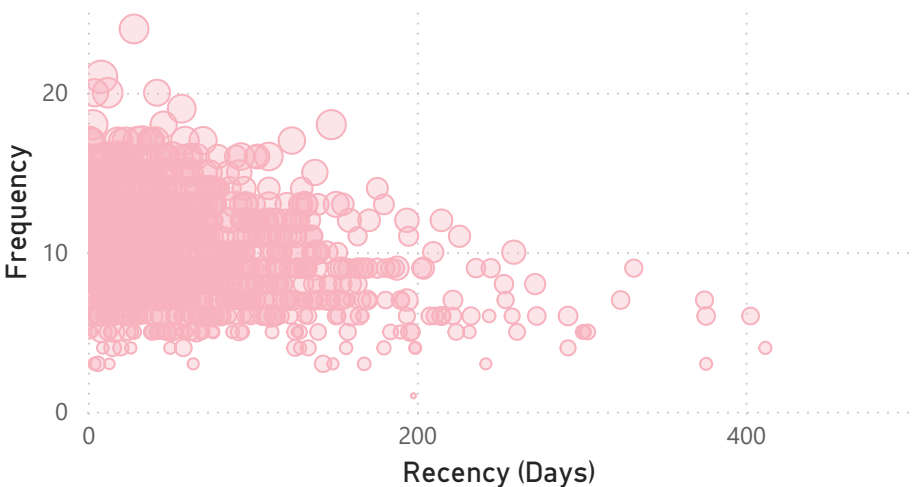
Top 10 CLV by CustomerID



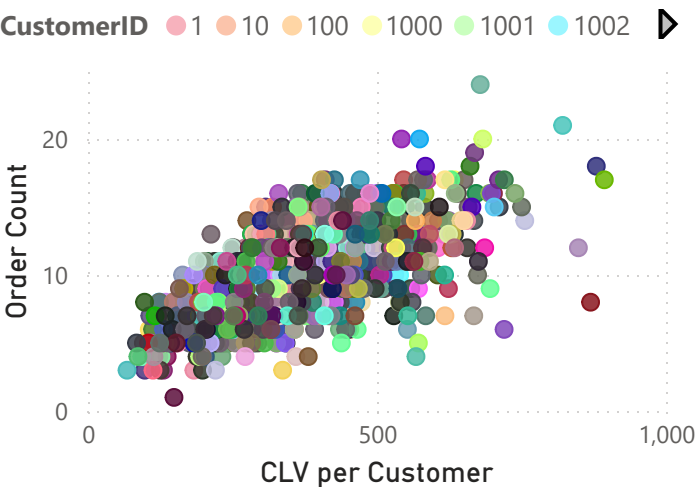
Churn Customers by Month



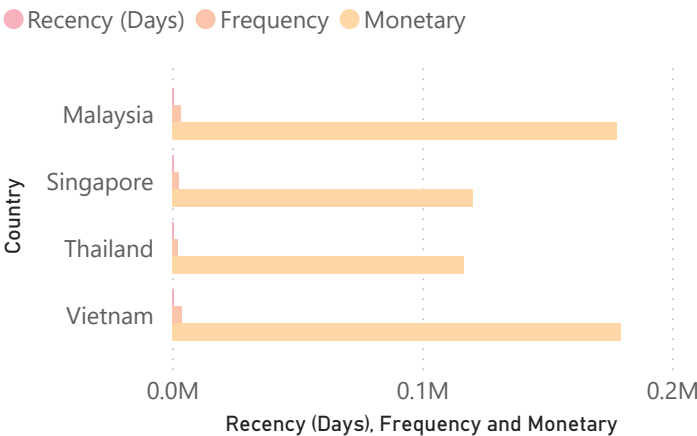
Recency (Days), Frequency and Monetary by CustomerID



The relationship between CLV and Order



Recency (Days), Frequency and Monetary by Country



Basket Size Analysis

Average Basket Size (Units/Order)

1.00

Average Order Value (AOV)

49.50

Year, Month

2024

2025

Country, City, Sto...

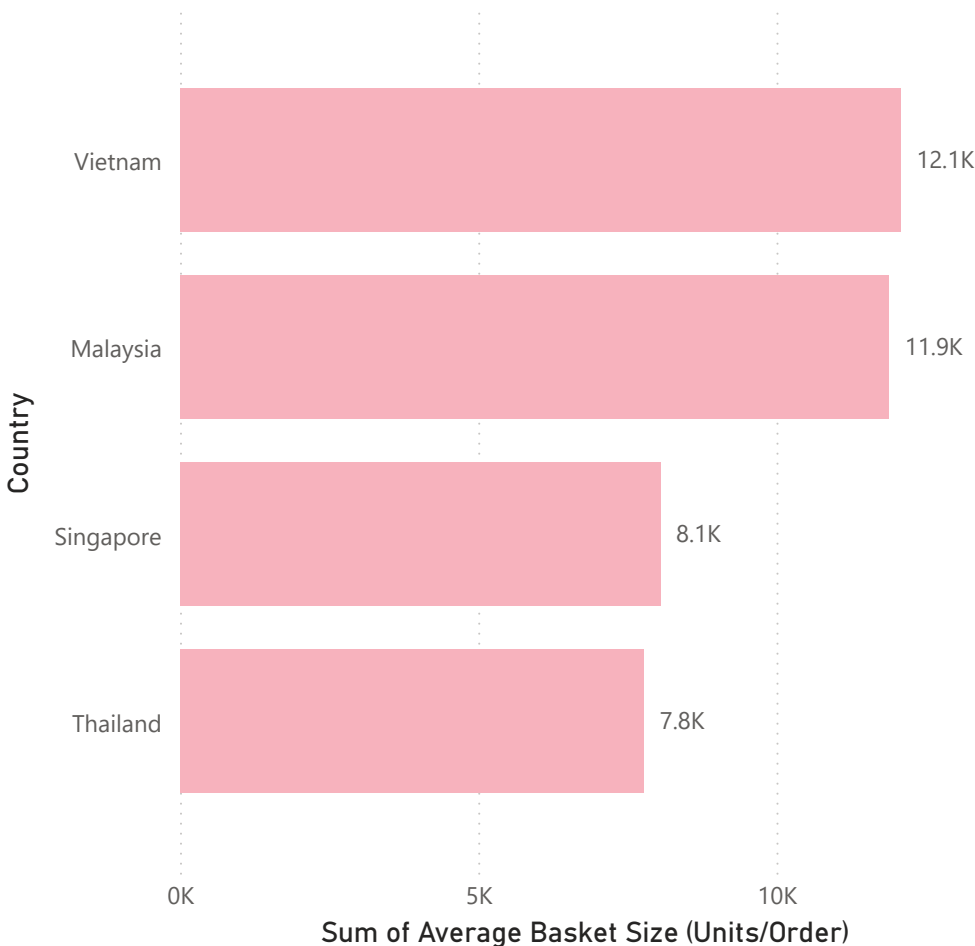
Malaysia

Singapore

Thailand

Vietnam

Sum of Average Basket Size (Units/Order) by Country



Customer Conversion Rate by Channel

