Ecommerce Sales & Customer Insights Report

📌 **Overall Business Performance:**

- The platform generated total sales of $1.36B, reflecting strong overall business performance.
- A customer base of 50,000 customers indicates a large and stable market presence.
- The Average Order Value (AOV) of $2,725 suggests customers are making relatively high value purchases.
- The average customer age is 44, indicating a mature and financially stable customer segment.
- Churn rate stands at 20%, while 80% of customers are retained, showing healthy customer loyalty.
- The return rate is high at 40%, which may negatively impact profitability and operational efficiency.
- Total quantity sold reached 1.5 million units, highlighting strong demand volume.
- Clothing emerged as the top product category, leading both in revenue and quantity sold.

📌 **Yearly Sales Trends:**

- 2020 recorded the highest sales ($370.15M), indicating a peak performance year.
- 2023 showed the lowest sales ($258.75M), suggesting a slowdown that may require strategic intervention.
- The decline from peak years may be influenced by market saturation, competition, or changing consumer behavior.

📌 **Monthly Sales Performance:**

- March was the strongest month ($125.55M), suggesting seasonal demand or successful campaigns.
- November recorded the lowest sales ($94.26M), indicating weaker performance during that period.
- Seasonal trends should be considered when planning promotions and inventory.

📌 **Product Category Insights:**

- Clothing generated the highest revenue ($375.25M), making it the core revenue driver.
- Home category contributed the least revenue ($306.41M), indicating lower demand or pricing pressure.

In terms of quantity sold:

- Clothing sold the highest units (414,010), confirming strong customer preference.
- Home category sold the lowest units (337,775), aligning with its lower revenue contribution.

📌 **Payment Method Preferences:**

- Credit Cards are the most used payment method (37%), reflecting customer trust in digital payments.
- Crypto usage is minimal (5%), showing limited adoption among customers.
- The dominance of credit cards suggests prioritizing seamless digital payment experiences.

📌 **Customer Age Group Analysis:**

- Customers aged 58–65 generate the highest sales ($210.35M), indicating high spending power in older age groups.
- The 66–73 age group contributes the lowest sales ($134.61M).

In terms of customer count:

- 18–25 age group has the highest number of customers (77,327) but lower sales, indicating lower spending per customer.
- 66–73 age group has the smallest customer base (47,269).
- This shows that younger customers drive volume, while older customers drive revenue.

📌 **Top Customers:**

- The top 5 customers are:

    - Michael Smith
    - Michael Johnson
    - John Smith
    - James Smith
    - Michael Brown

- These customers represent high value accounts and should be targeted for loyalty and retention programs.

📌 **Churn & Retention:**

- 20% churn rate indicates that 1 in 5 customers do not return.
- 80% retention rate reflects strong customer satisfaction overall.
- Reducing churn even slightly could significantly increase total revenue.

📌 **Returns Analysis:**

- Books category has the highest returns (556,635), indicating potential issues with product quality, expectations, or descriptions.
- Home category has the lowest returns (45,467), suggesting better product satisfaction and lower operational risk.
- High return rates should be addressed to improve margins.

📌 **Sales by Day of the Week:**

- Wednesday is the highest-performing day ($196.25M).
- Sunday is the lowest performing day ($193.26M).
- Mid week promotions appear more effective than weekend campaigns.

📌 **Gender Based Insights:**

- Male customers generated slightly higher sales ($681.67M) compared to females ($681.02M).
- Male spending exceeds female spending by $646,828, though the difference is marginal.

Customer count is almost equal:

- Female: 249,884
- Male: 250,116

- This indicates balanced gender participation with similar purchasing power.

📌 **Price Range Performance:**

- Products priced $303–403 generate the highest sales ($280.59M), representing the optimal price band.
- Low priced products ($0–100) generate the least sales ($253.99M).
- Mid range pricing appears to deliver the best revenue performance.

🎯 **Key Business Takeaways:**

- Prioritize Clothing category through higher inventory and marketing, as it drives the most revenue and volume.
- Reduce high return rates, especially in Books, by improving product quality and descriptions.
- Target high spending age group (58–65) with premium offers and loyalty programs.
- Lower 20% churn rate using personalized engagement and retention strategies.
- Focus on the $303–403 price range, which delivers the highest sales.
- Strengthen digital payment experiences, especially credit cards, and boost low-performing periods with targeted campaigns.