

# Christmas Sales & Trend Analysis

Year

All

Month

All

Total Sales

↑ 20.92%

\$1.65M

vs previous year

Total Orders

↑ 20.18%

10K

vs previous year

Total Sales Analysis Based on Weather Conditions and Online Order Status

False True

Rainy

Snowy

Sunny

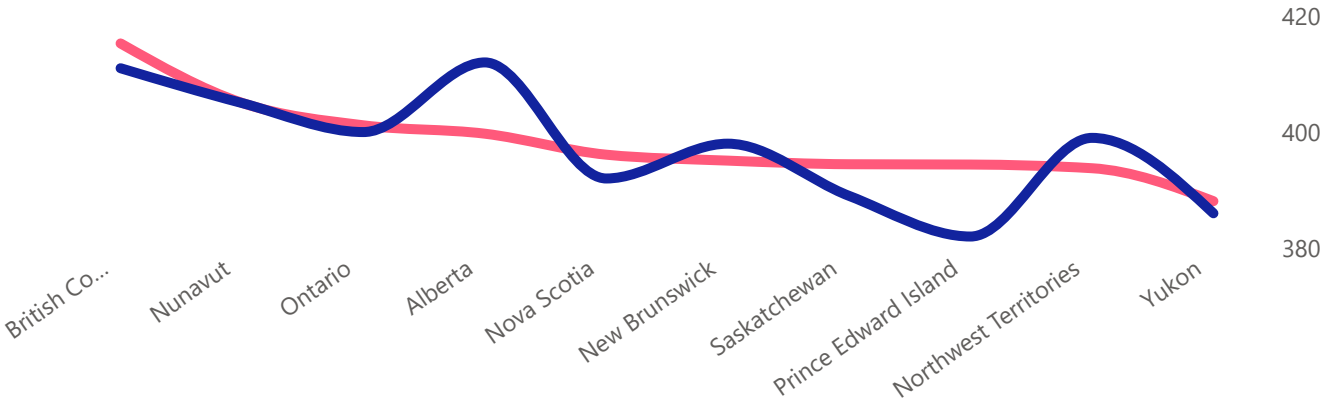
Overview

Customer

Product

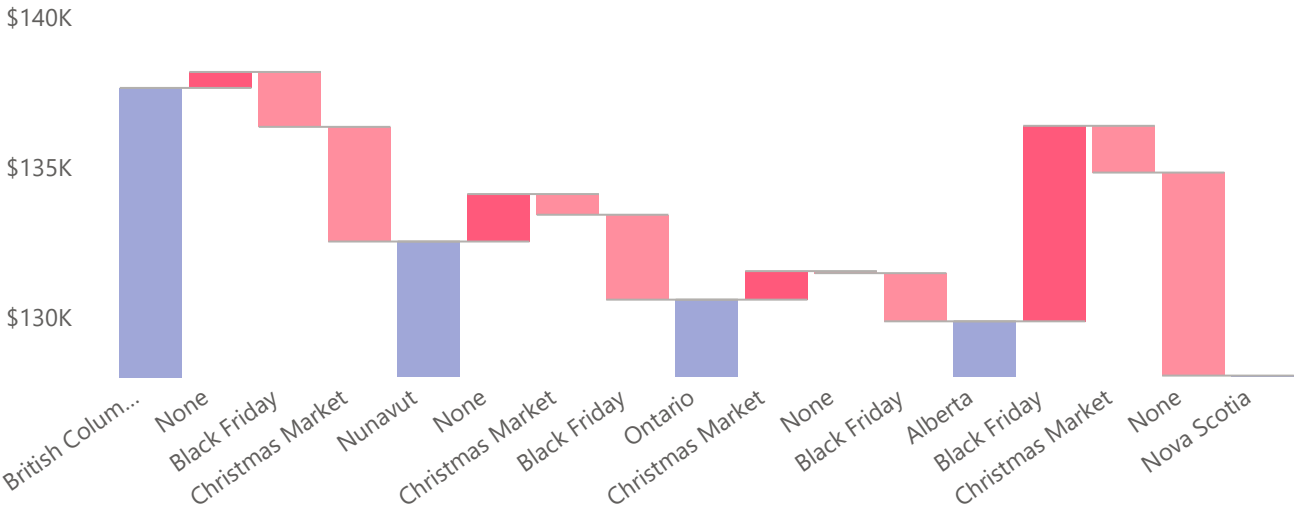
Total Sales and Total Customers by Location

Total Sales Total Customers



Sales during Christmas Vs Black Friday Vs Other

Increase Decrease Total Other



# Christmas Sales & Trend Analysis

Overview

Customer

Product

Year

All

Event

All

Location

All

Total Customers

0.00%

500

vs previous year

Avg Customer Satisfaction

↑ 0.07%

2.98

vs previous year

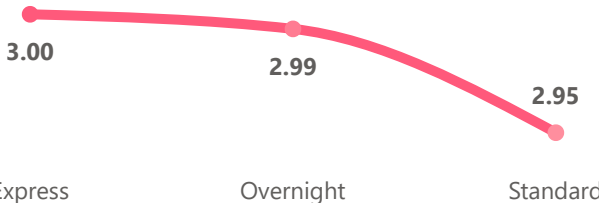
Return Rate

↑ 0.11%

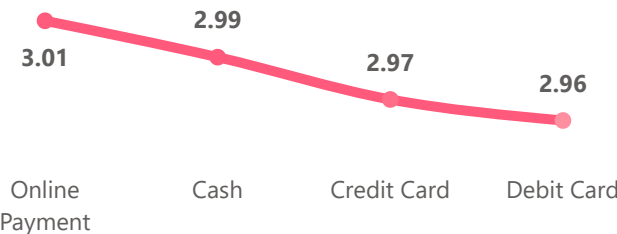
50.5%

vs previous year

Customer Satisfaction by Shipping Method

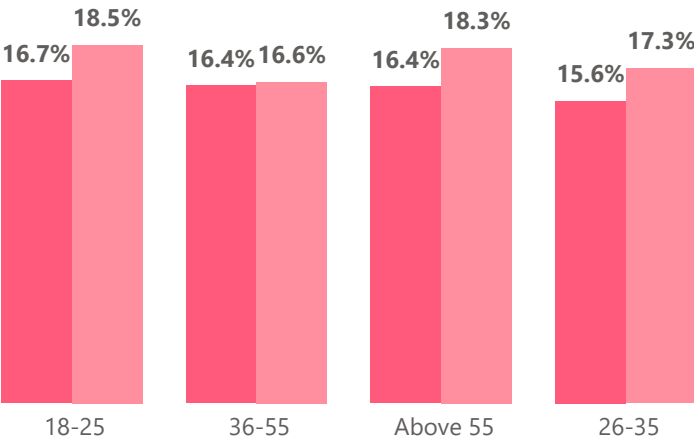


Customer Satisfaction by Payment Type

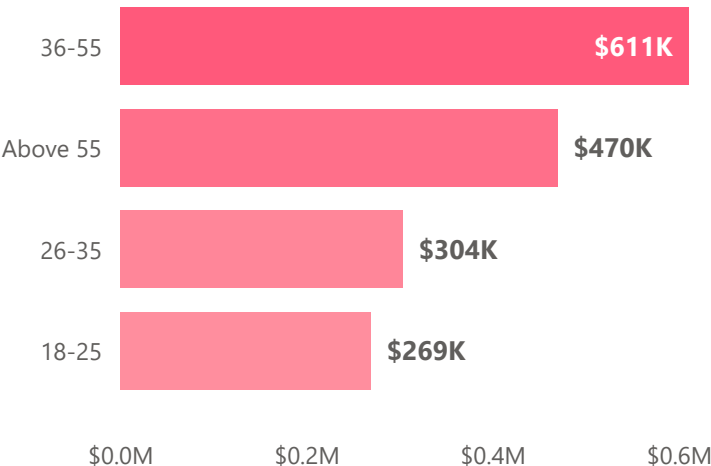


Return Rates by Age Group: Male vs. Female

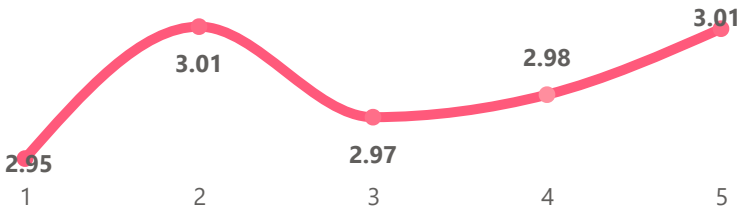
● Female Return Rate ● Male Return Rate



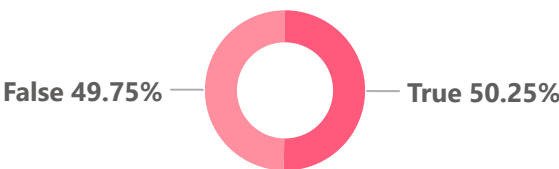
Total Sales by Age Group



Customer Satisfaction by Delivery Time



Total Orders by Gift Wrap



# Christmas Sales & Trend Analysis

Overview

Customer

Product

Year

All

Promotion Applied

All

Event

All

Average Delivery Time

2.99

Total Products

1000

Average Discount

6.95

Total Sales by Category

Toys

\$340.31K

Electronics

\$336.65K

Food

\$332.61K

Decorations

\$323.81K

Clothing

\$320.88K

Return Rate by Product Name

Electronics\_Product

51.7%

Toys\_Product

51.0%

Decorations\_Product

50.8%

Food\_Product

50.6%

Clothing\_Product

48.5%

Avg.Customer Satisfaction by Category and Gift Wrap

False True

Decorations

Electronics

Toys

Clothing

Food

Quantity sold by Category

6.2K

6.1K

6.0K

5.9K

5.9K

Electronics

Toys

Food

Decorations

Clothing

Average of Unit Price by Product Name

Toys\_Product

56

Clothing\_Product

55

Food\_Product

55

Decorations\_Product

55

Electronics\_Product

54