

Acai Sales Analysis

Agenda

- Introduction
- Exploratory analysis of the data
 - Sales Trend analysis
 - Category wise distribution analysis
 - SKU and new launches
 - Product basket distribution
 - Customer retention and repeat purchase
 - Price bracket wise analysis
 - Geographical analysis
 - Promotion and Discount campaign analysis
- Segmentation of customer base
- Market Basket analysis



Acai : A Brand made by women for women

- Registered and started operations in 2016-17
- Positioned to revolutionise the women outdoor wear segment
- Mix of performance , style , individuality , strength and uniqueness
- The brand challenges the stereotype of women outdoor wear
- Lightweight , innovative, skinny , casual and sustainable

- ❖ Total Number of unique SKUs : 2954
- ❖ Total Customer base (Till May21) : 57749
- ❖ Total # of unique transactions : 97604



WOMEN FIRST



EVERGREEN

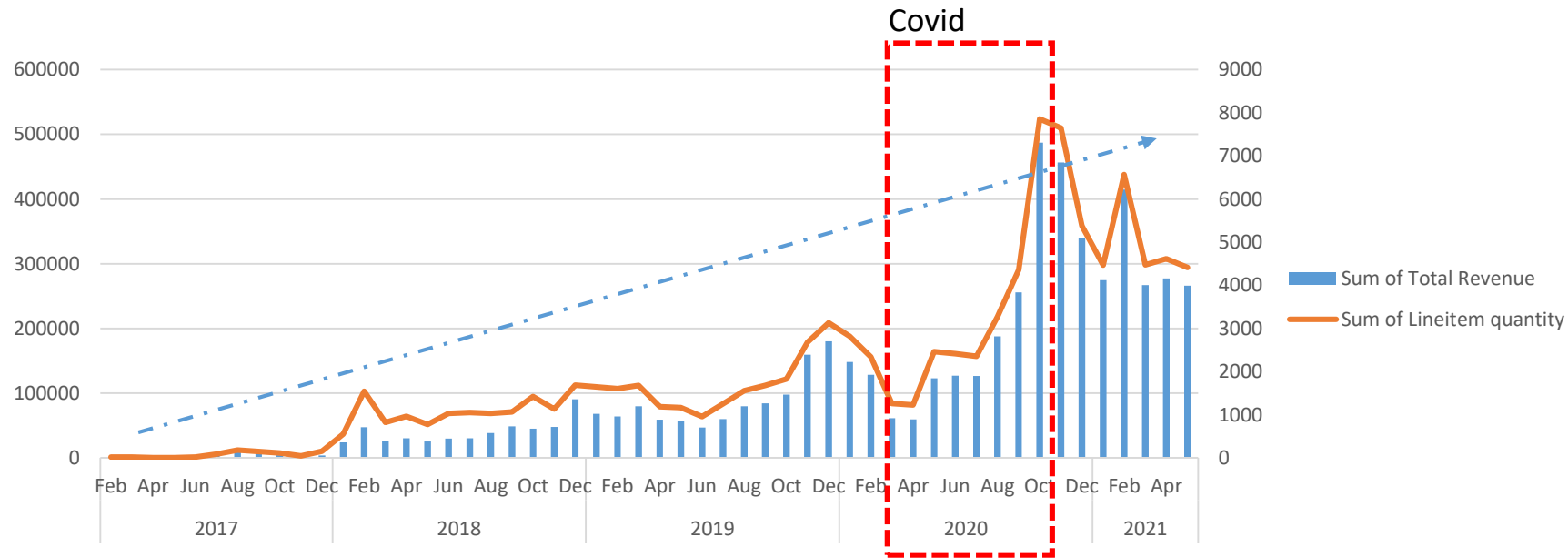


STYLE AND PERFORMANCE



SUSTAINABLE

Sales Trend



Financial Status	%age of transactions
paid	77.8%
partially_refunded	15.7%
pending	0.0%
refunded	6.4%
voided	0.0%

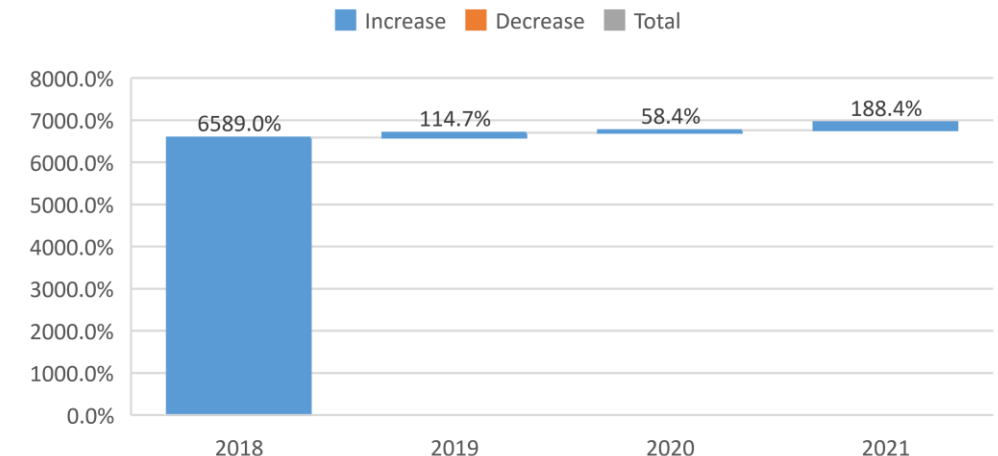
- ❖ With around 78% success rate in closing sales the brand is relatively better positioned among E commerce industry

Ref : <https://www.invespcro.com/blog/ecommerce-product-return-rate-statistics/>

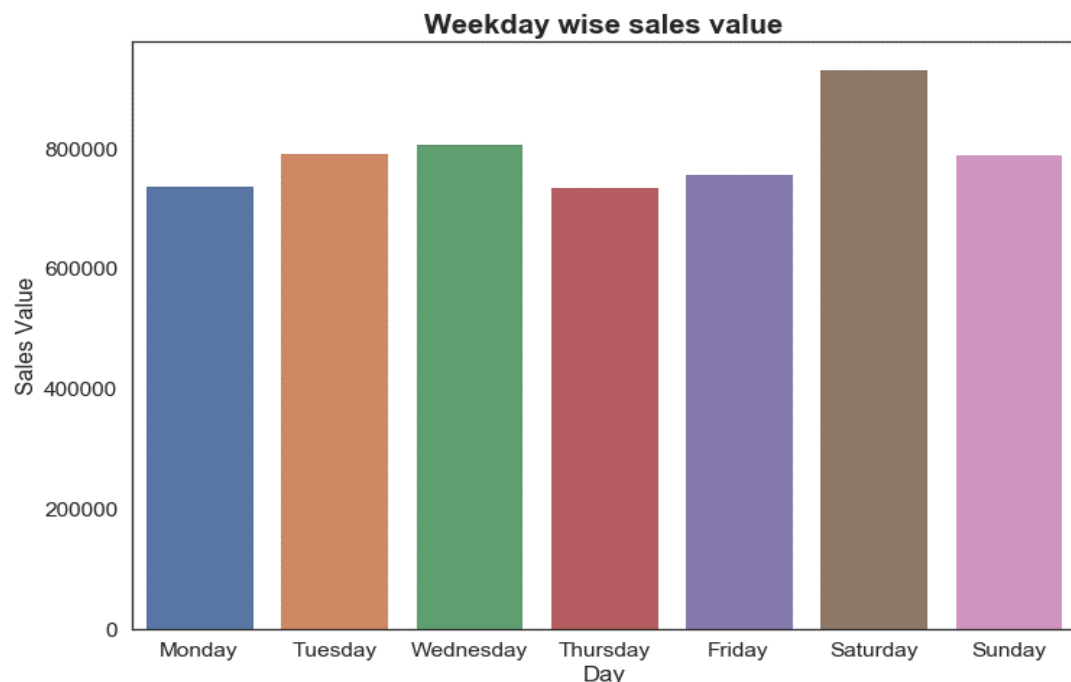
- ❖ With a CAGR of almost 200% from 2017 to 2020 the brand has seen a massive upsurge in revenue growth

Years	Total Revenue	Total quantity	Growth Revenue	Vol growth
2017	31,407	795		
2018	4,84,216	13073	1441.7%	1544.4%
2019	10,36,732	20386	114.1%	55.9%
2020	25,01,161	43401	141.3%	112.9%
2021 (Jan-May)	14,99,418	24546	-40.1%	-43.4%
		CAGR (2017-2020)	198.7%	171.8%

Y-o-Y Revenue Growth for ACAI (Jan-May)

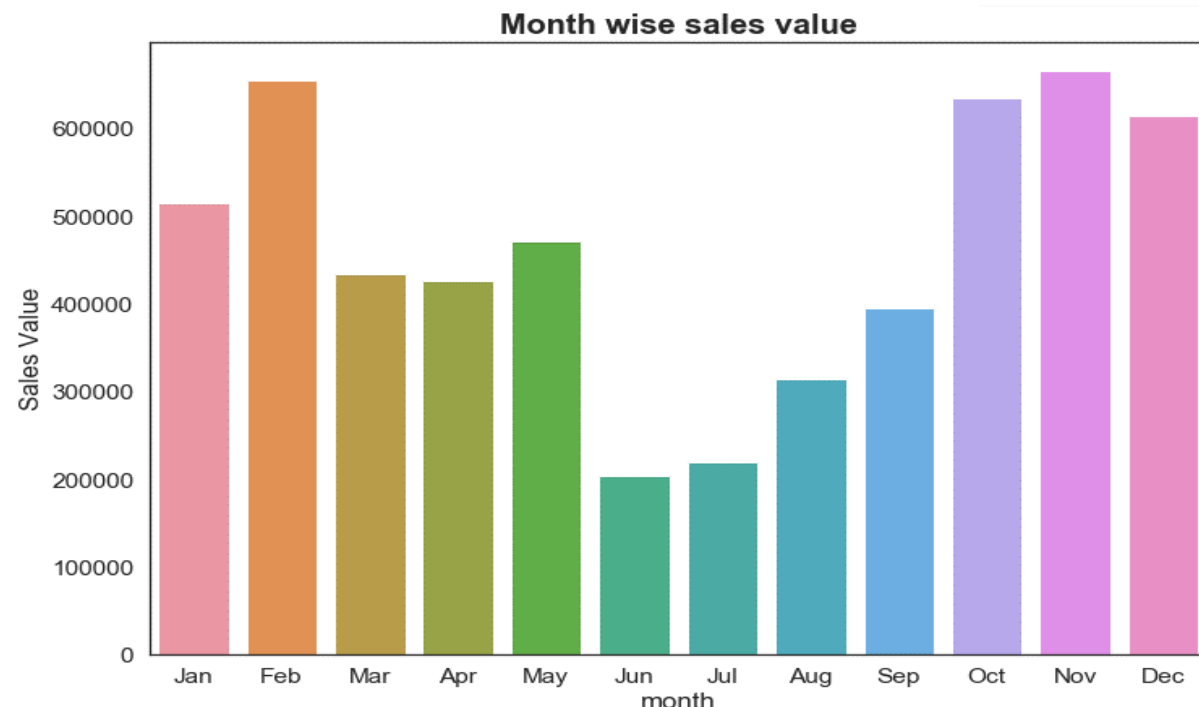


Day and month wise sales analysis



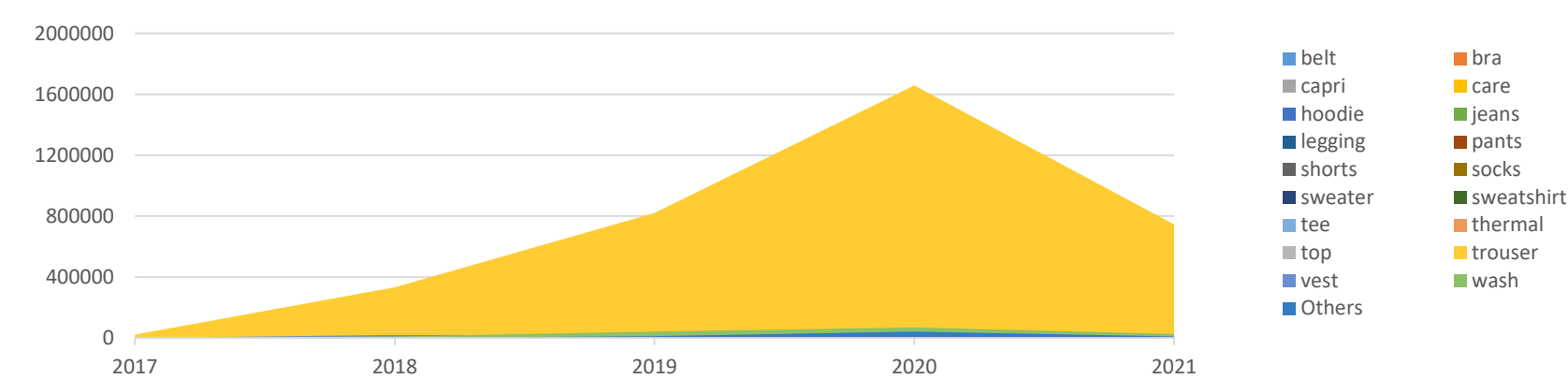
Day	Sales Value	Sales Volume
Monday	7,38,645	14,385
Tuesday	7,91,841	14,806
Wednesday	8,06,854	15,170
Thursday	7,36,234	14,253
Friday	7,56,804	14,510
Saturday	9,31,511	15,735
Sunday	7,91,046	13,342

- ❖ Saturday generally sees more sales (Weekend Impulse buying)
- ❖ Feb and Oct-Dec sees cyclicity in terms of sales uptrend
- ❖ Sales up trend during Winters can be explained by festive seasons
- ❖ Increased sales in Feb can probably be attributed to valentine week celebrations

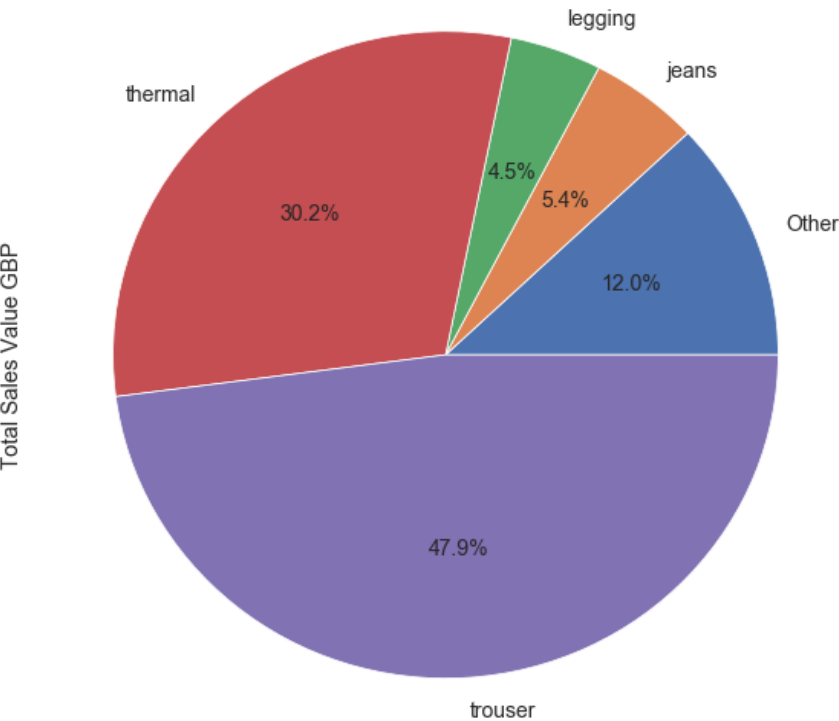


month	Sales Value	Sales Volume
Jan	5,14,736	9,488
Feb	6,54,943	12,077
Mar	4,34,647	8,257
Apr	4,26,826	8,000
May	4,71,608	8,822
Jun	2,04,663	4,422
Jul	2,20,140	4,751
Aug	3,15,169	6,049
Sep	3,95,207	7,249
Oct	6,34,206	11,220
Nov	6,65,797	11,513
Dec	6,14,991	10,353

Product Category identification and analysis



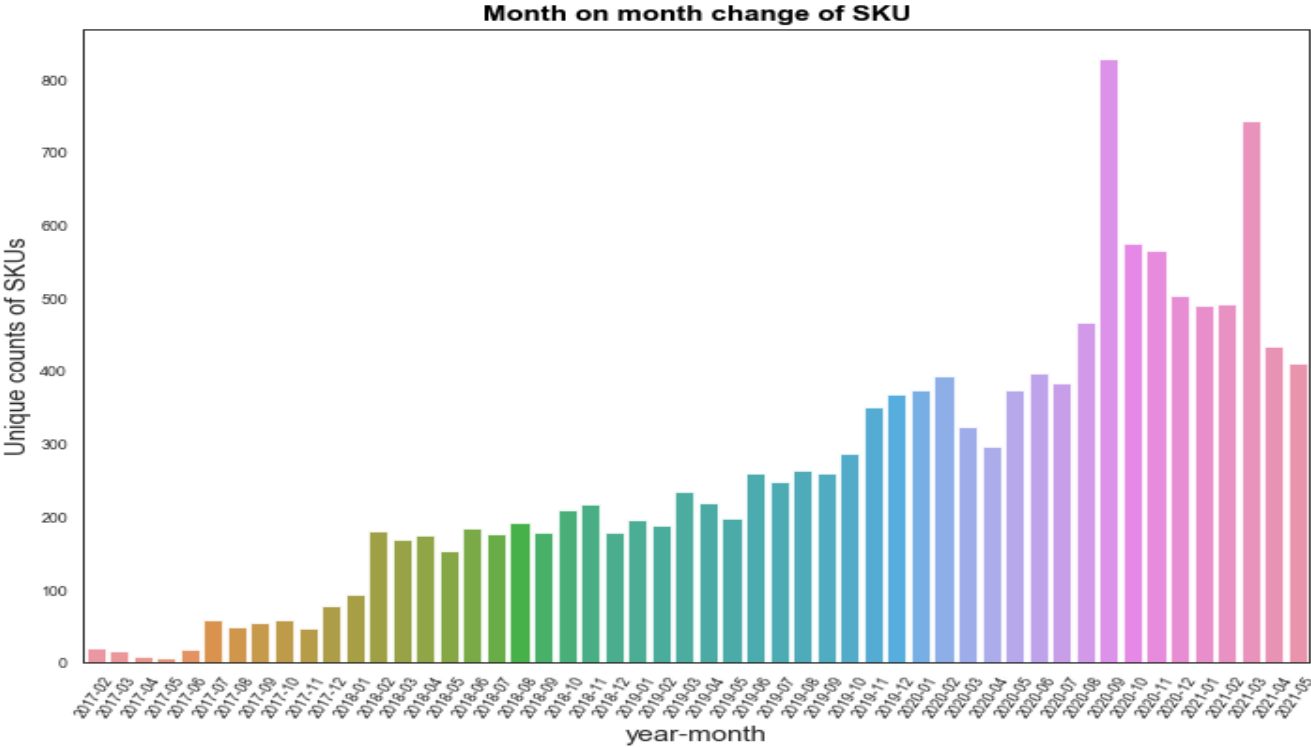
Major Category wise revenue distribution



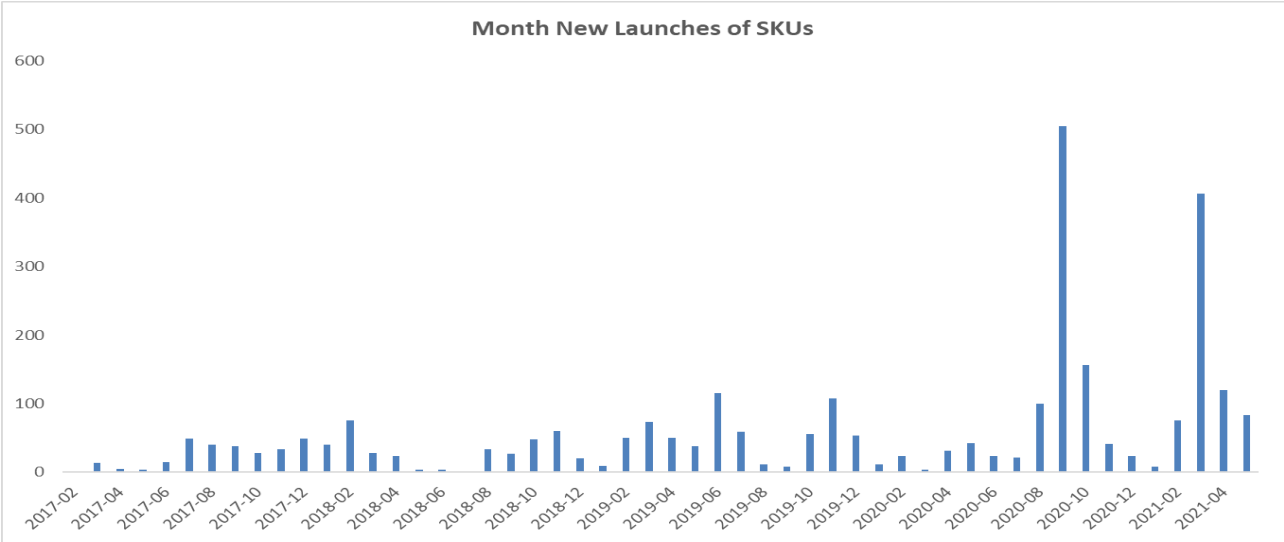
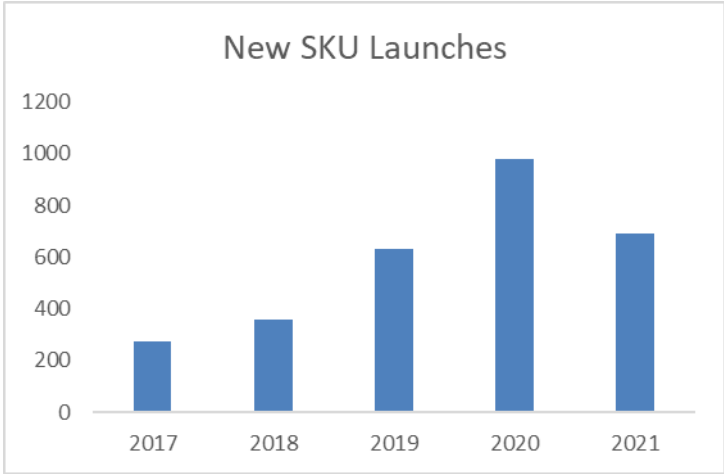
Product_Category	Unique SKUS Count	%age
trouser	1743	59.06%
thermal	530	17.96%
legging	136	4.61%
vest	86	2.91%
jeans	80	2.71%
shorts	67	2.27%
capri	65	2.20%
bra	49	1.66%
pants	46	1.56%
tee	46	1.56%
Others	41	1.39%
top	27	0.91%
sweatshirt	10	0.34%
belt	8	0.27%
sweater	7	0.24%
wash	4	0.14%
socks	3	0.10%
hoodie	2	0.07%
care	1	0.03%

Segment	SKU Name	%age sales of segment
Trouser	MAX Stretch Skinny Outdoor Trousers Black - 28R / UK10 / Black	1.44%
Trouser	MAX Stretch Skinny Outdoor Trousers Black - 30R / UK12 / Black	1.29%
Trouser	MAX Stretch Skinny Outdoor Trousers - Black - 30R / UK12	0.84%
Thermal	Thermal Outdoor Leggings - Black - Small / UK10 / Black	3.19%
Thermal	Thermal Outdoor Leggings - Black - Medium / UK12 / Black	2.99%
Thermal	Thermal Skinny Outdoor Trousers - Black - 28R / UK10 / Black	2.74%

SKU trends : Maximum new launches happened during 2020



Year	Unique counts of SKUs	Y-O-Y Growth
2017	293	
2018	467	59.4%
2019	853	82.7%
2020	1414	65.8%
2021 (Jan-May)	1238	



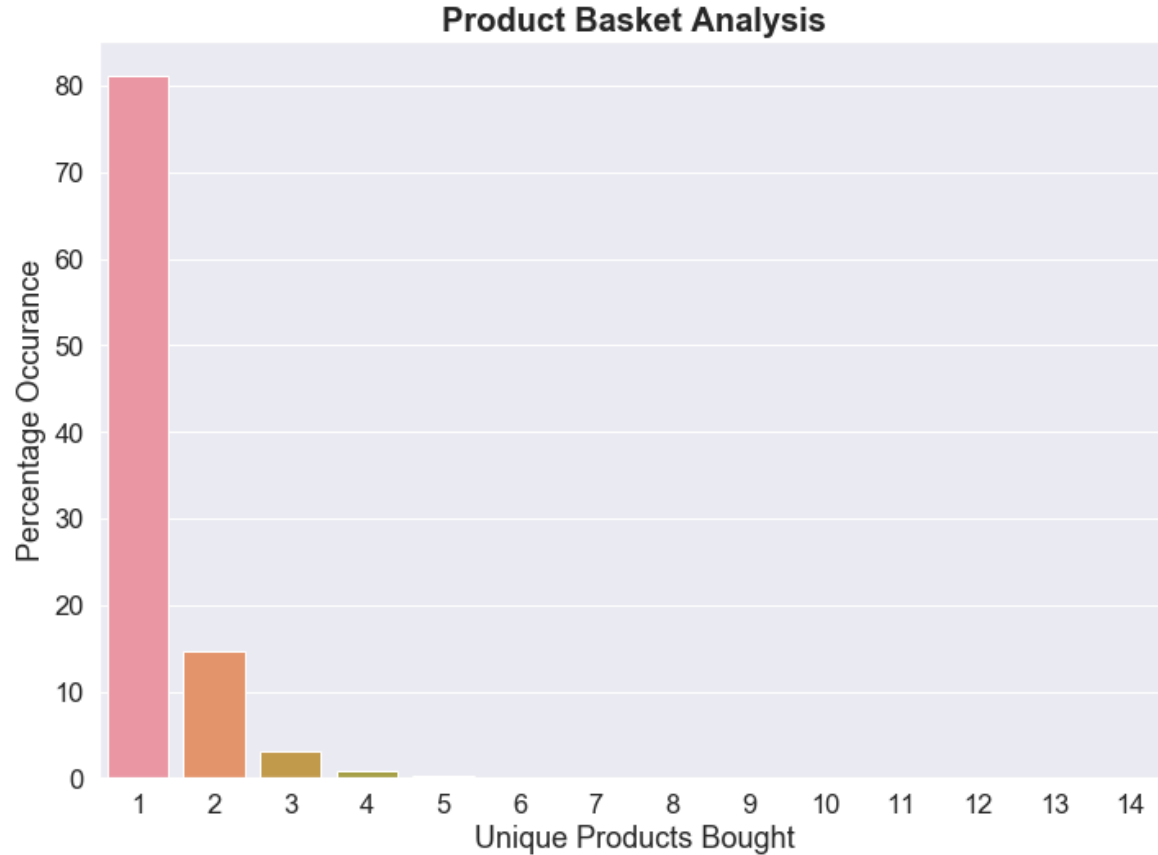
year	New SKU Launches
2017	274
2018	360
2019	629
2020	980
2021	692

SKU trends : Top selling SKUs from 2017 to 2020

2017	%age sales 2017	2018	%age sales 2018
skinny outdoor trousers black - black / m / uk12	8.7%	skinny outdoor trousers black - 28r / uk10 / black	3.6%
skinny outdoor trousers black - black / s / uk10	8.2%	skinny outdoor trousers black - 30r / uk12 / black	3.1%
skinny outdoor trousers black - black / l / uk14	5.9%	thermal skinny outdoor trousers black - 30r / uk12 / black	2.7%
skinny outdoor trousers black - black / xs / uk8	5.6%	skinny outdoor trousers navy - 30r / uk12 / navy	2.2%
skinny outdoor trousers black - black / xl / uk16	4.3%	skinny outdoor trousers black - 26r / uk8 / black	2.2%
skinny outdoor trousers red - s / uk10 / red	4.0%	thermal skinny outdoor trousers black - 28r / uk10 / black	1.9%
skinny outdoor trousers red - m / uk12 / red	3.7%	skinny outdoor trousers black - 32r / uk14 / black	1.8%
skinny outdoor trousers red - xs / uk8 / red	2.4%	max stretch skinny outdoor trousers black - 30r / uk12 / black	1.7%
ironman compression leggings - small / uk10 / black	2.2%	grangers wash + repel - 300ml	1.7%
ironman compression leggings - medium / uk12 / black	1.9%	skinny outdoor trousers navy - 28r / uk10 / navy	1.6%

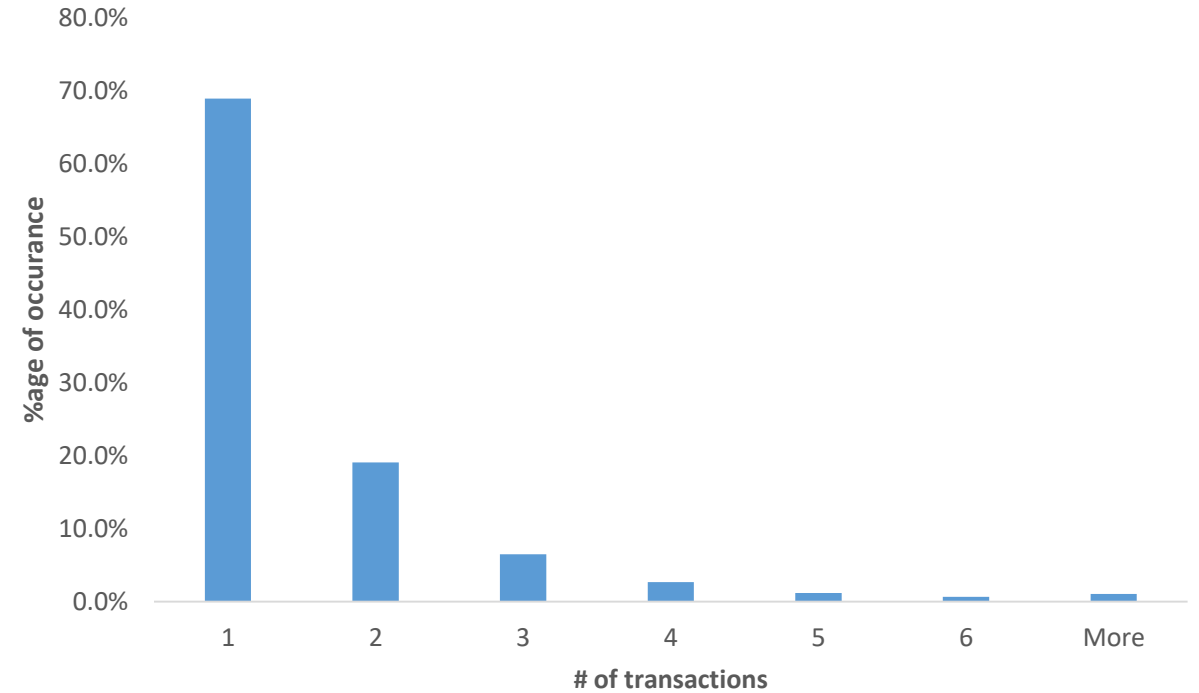
2019	%age sales 2019	2020	%age sales 2020
grangers wash + repel - 300ml	3.4%	grangers wash + repel - 300ml	1.9%
thermal skinny outdoor trousers black - 30r / uk12 / black	1.8%	merino wool hiking socks - heather grey	1.7%
thermal skinny outdoor trousers black - 28r / uk10 / black	1.7%	thermal skinny outdoor trousers - black - 28r / uk10 / black	1.5%
granite mid-weight outdoor trousers - 30r / uk12 / granite	1.3%	thermal skinny outdoor trousers - black - 30r / uk12 / black	1.4%
thermal skinny outdoor trousers black - 32r / uk14 / black	1.2%	thermal outdoor leggings - black - small / uk10 / black	1.0%
grangers clothing care kit	1.2%	thermal skinny outdoor trousers - black - 26r / uk8 / black	1.0%
thermal outdoor leggings - medium / uk12 / black	1.0%	max stretch skinny outdoor trousers black - 28r / uk10 / black	0.9%
granite mid-weight outdoor trousers charcoal - 28r / uk10 / charcoal	1.0%	thermal skinny outdoor trousers - black - 32r / uk14 / black	0.8%
max stretch skinny outdoor trousers - 28r / uk10 / black	1.0%	thermal outdoor leggings - black - medium / uk12 / black	0.8%
thermal outdoor leggings - small / uk10 / black	0.9%	max stretch skinny outdoor trousers black - 30r / uk12 / black	0.8%

Product Basket distribution:



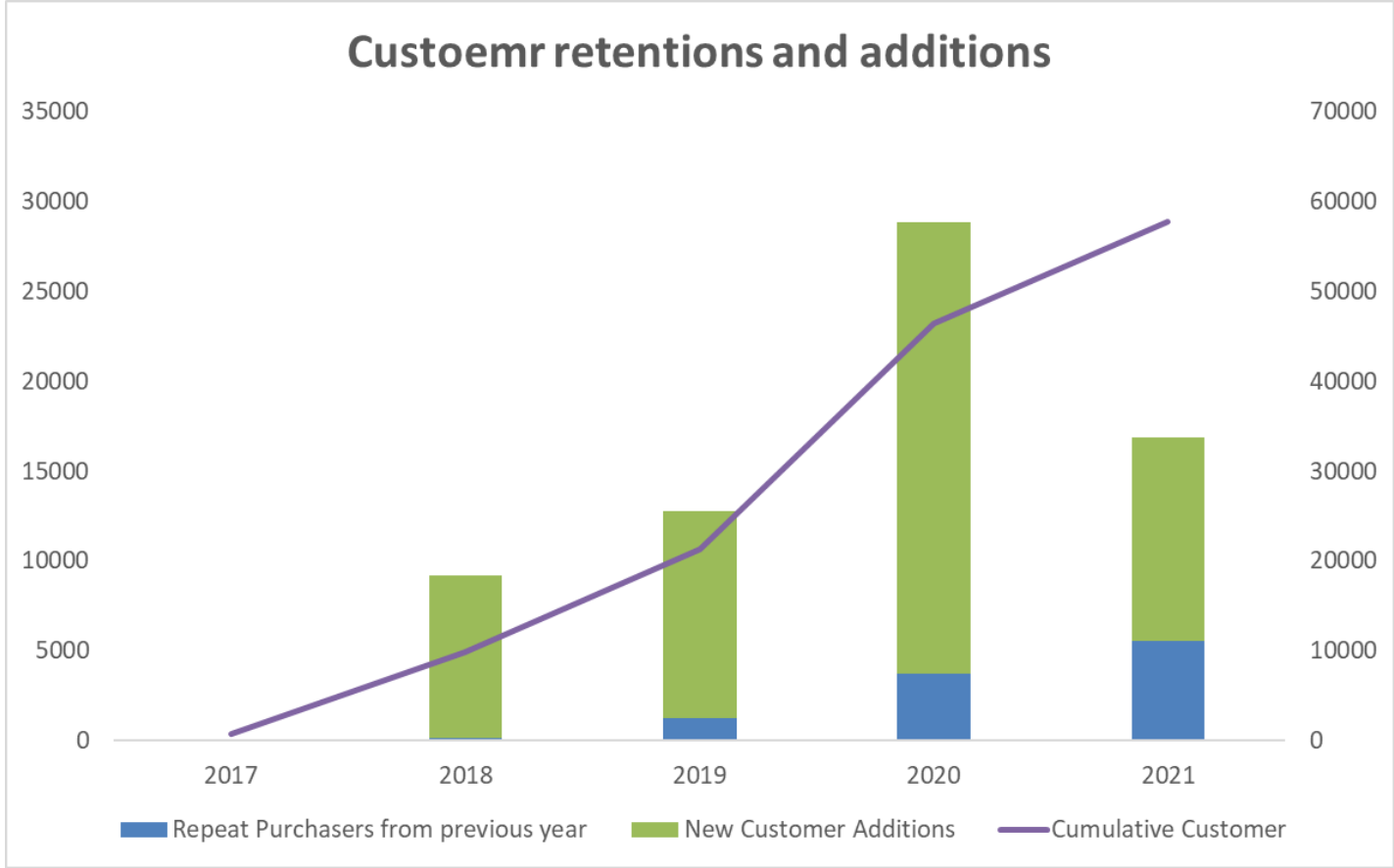
- ❖ In almost 80% of cases out of total transactions , a single product is bought

User vs # of transactions distribution



- ❖ Almost 70% of users or customers tend to have engaged with the brand only once.

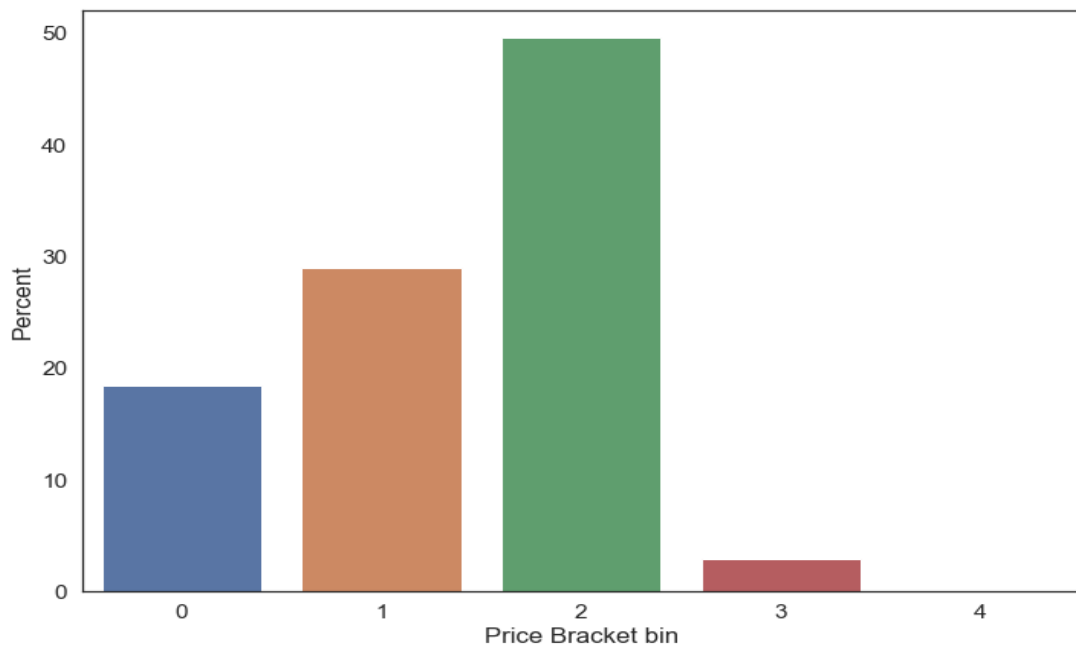
Customer retention analysis:



- ❖ The brand sees significant coming back of repeat customers over the years
- ❖ 2020 has seen a growth of around 118% in terms of addition of new customers
- ❖ From the trend analysis it's understood that ACAI is able to retain customers

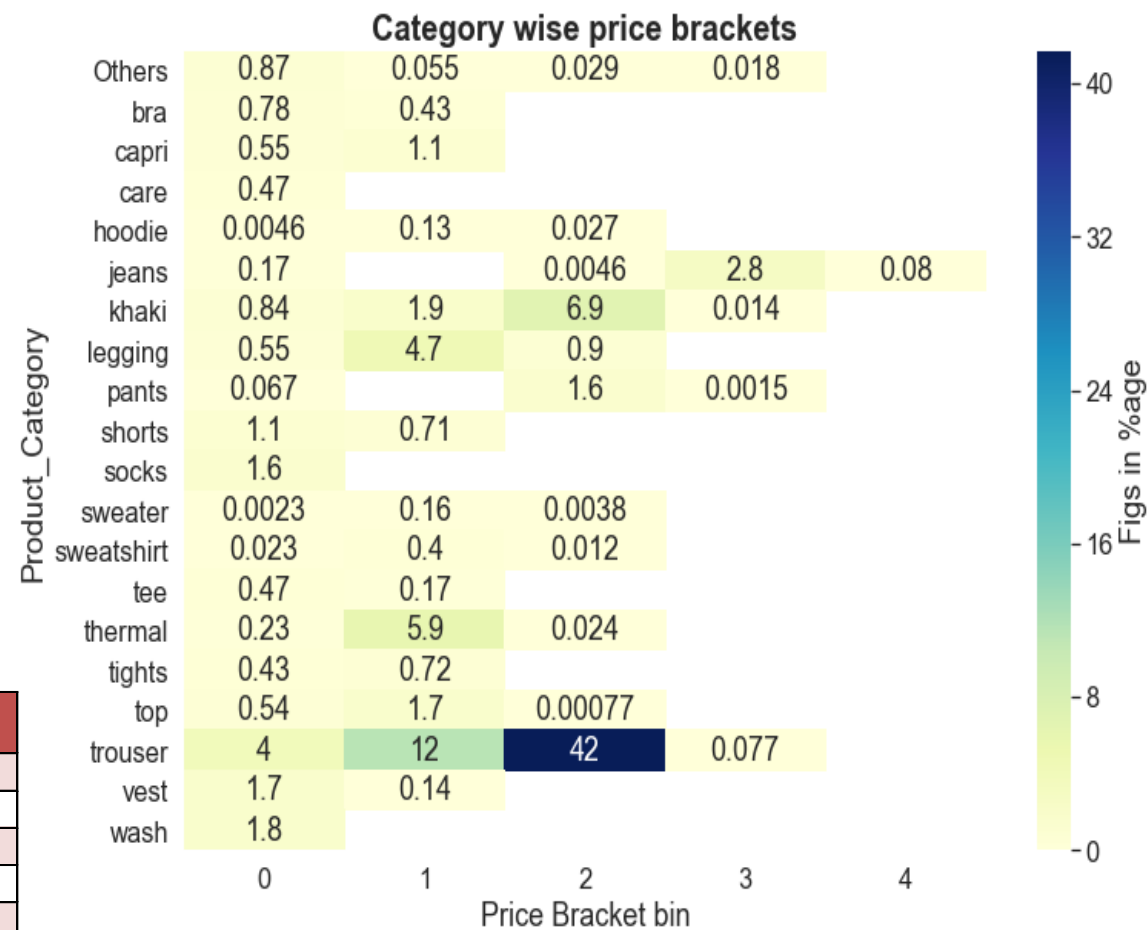
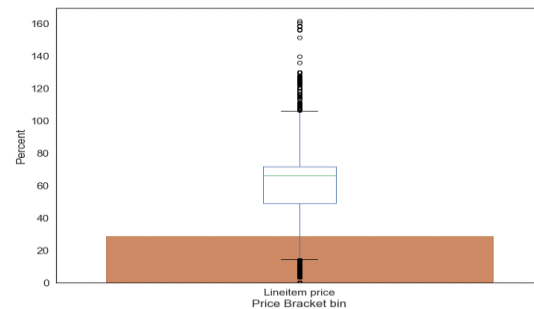
Year	Unique Customers	Repeat Purchasers from previous year	New Customer Additions	Cumulative Customer	Repeat Purchaser as %age of total customer base	%age growth of new customer additions
2017	713			713		
2018	9218	137	9081	9794	1.4%	
2019	12779	1263	11516	21310	5.9%	27%
2020	28815	3730	25085	46395	8.0%	118%
2021	16882	5528	11354	57749	9.6%	

Price bracket and distribution analysis:



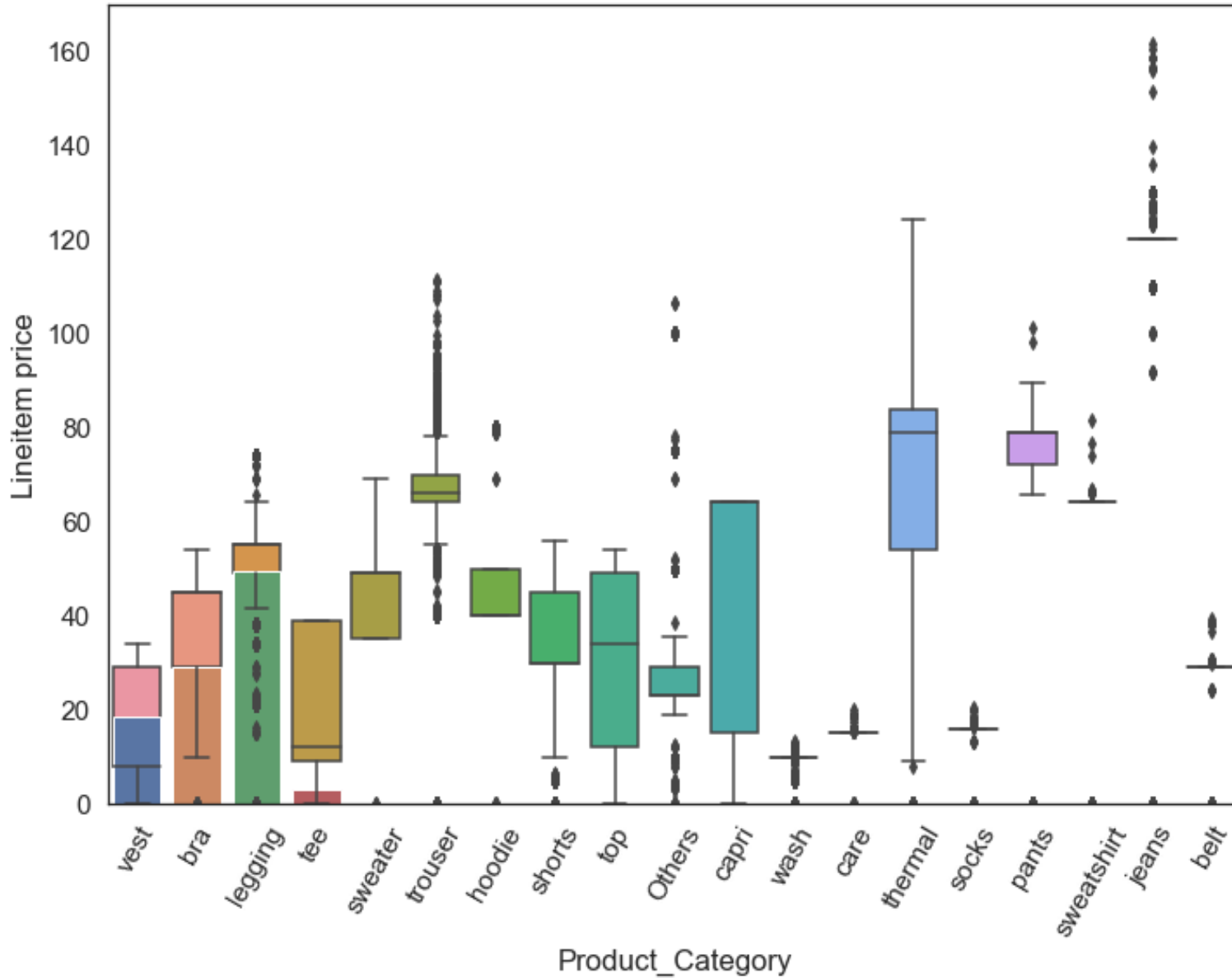
Price Bracket bin	Price Bracket Range (GBP)	Count of transactions	Revenue Generated (GBP)	Percentage of customers	Percentage of revenue
0	(0, 32]	18661	439428.08	18%	8%
1	(32,65]	29364	1494983.7	29%	27%
2	(65, 97]	50161	3307040.75	50%	60%
3	(97, 129]	2984	305591.31	3%	6%
4	(129, 162]	57	5890.16	0%	0%

Distribution of Price	Value
mean	58.1
std dev	27.1
min	0.0
Q1	49.0
Median	66.0
Q3	72.0
max	161.6



- ❖ Price bracket 2 [GBP 65 to GBP 97] has maximum product distribution
- ❖ 42% of all product mix comes from Trouser segment falling the price bracket 2.

Price distribution analysis at category level:

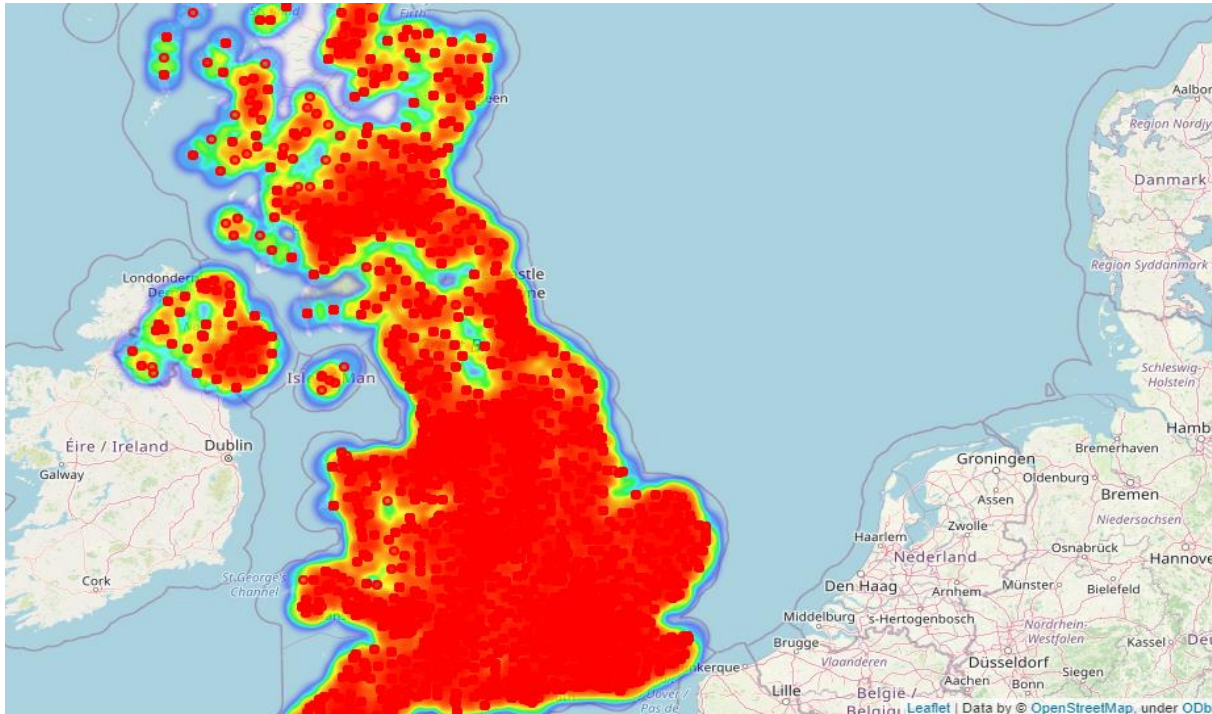


Product_Category	Mean Price	Median Price
Others	27.8	23
belt	27.5	29
bra	37.8	45
capri	45.7	64
care	14.8	14.99
hoodie	48.2	40
jeans	111.1	120
legging	52.5	55
pants	72.4	79
shorts	31.4	30
socks	15.8	16
sweater	44.4	49
sweatshirt	59.4	64
tee	19.5	12
thermal	66.6	79
top	28.4	34
trouser	60.6	66
vest	14.0	8
wash	9.7	9.99

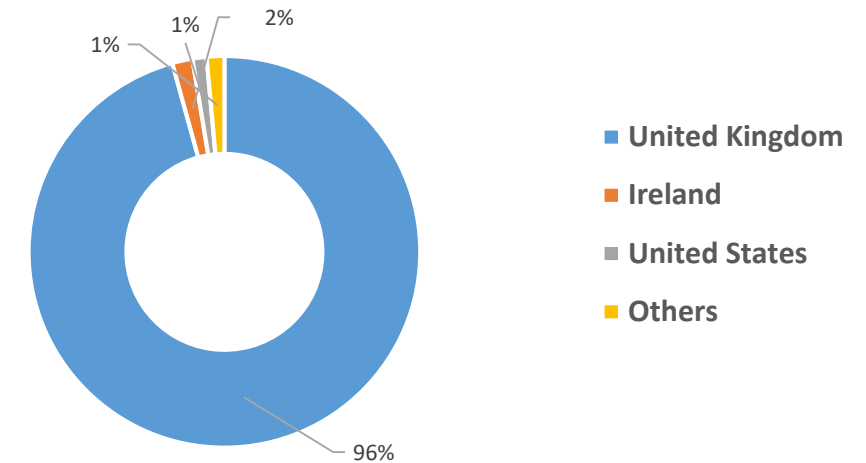
Geographic distribution: 96% sales from UK region

Shipping Country	Total Revenue
United Kingdom	95.71%
Ireland	1.67%
United States	1.17%
Others	1.45%

- ❖ The brand sees a greater than 90% intersection in terms of shipping country vs billing country
- ❖ 96% of sales comes from UK



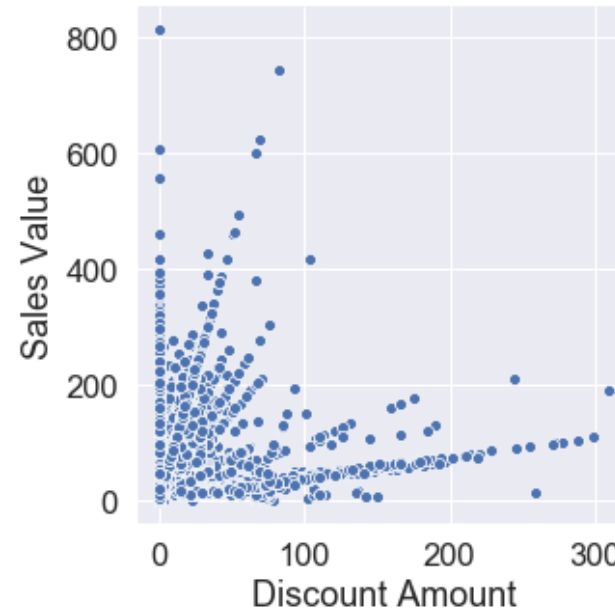
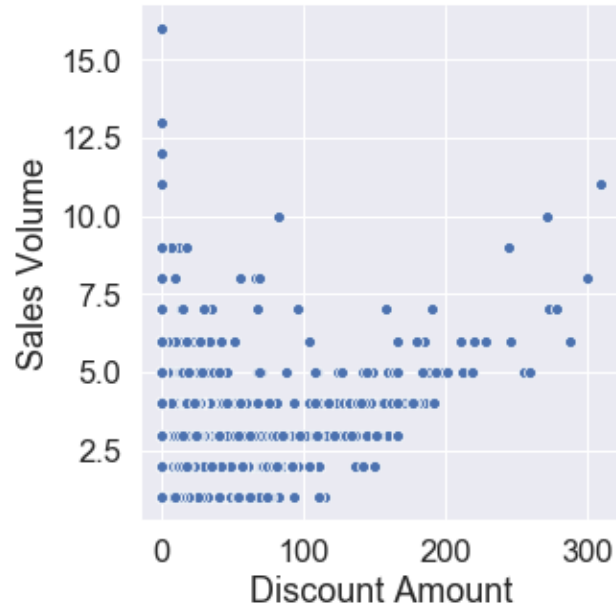
Total Revenue split accross shipping countries



Top 10 Cities in UK in terms of Sales :

City	Percentage of Sales
London	3.98%
Edinburgh	1.47%
Bristol	1.38%
Glasgow	1.34%
Sheffield	1.00%
Leeds	0.89%
Manchester	0.79%
York	0.78%
Aberdeen	0.71%
Nottingham	0.69%

Discounting seems to have very negligible impact on overall sales :



Corelation	Sales Value	Sales Volume	Discount Amount
Sales Value	100%	55%	-5%
Sales Volume	55%	100%	22%
Discount Amount	-5%	22%	100%

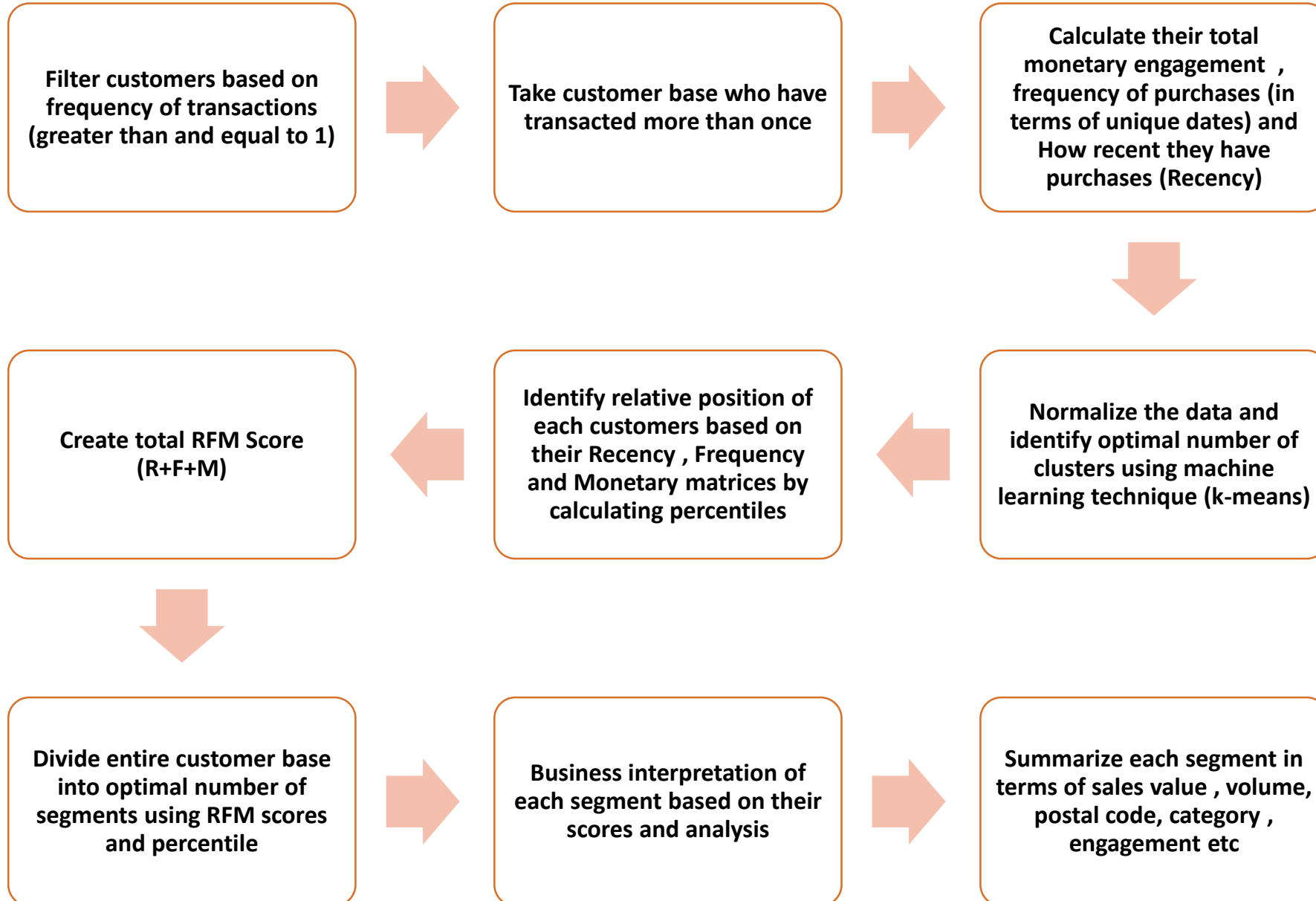
Marketing Acceptance	2017	2018	2019	2020	2021
no	13%	64%	86%	90%	86%
yes	87%	36%	14%	10%	14%

Discount Code	Percentage of Total
FIRST10	36%
ACAIFEB75	10%
SWEATACAI75	6%
MARCHUS75	5%
ALLYEAR20	3%
SC75USA	3%
USA75	2%
SWEATWITHACAI75	2%
MIDWEIGHTS40	2%
OUTDOOR10	2%
ALLYEAR25	1%
SWEAT75UK	1%
Colour10	1%
SC75EUR	1%
THERMAL20	1%
RainShine15	1%
Onechance20	1%
Explore10	1%
LEGGING75US	1%
Others	22%

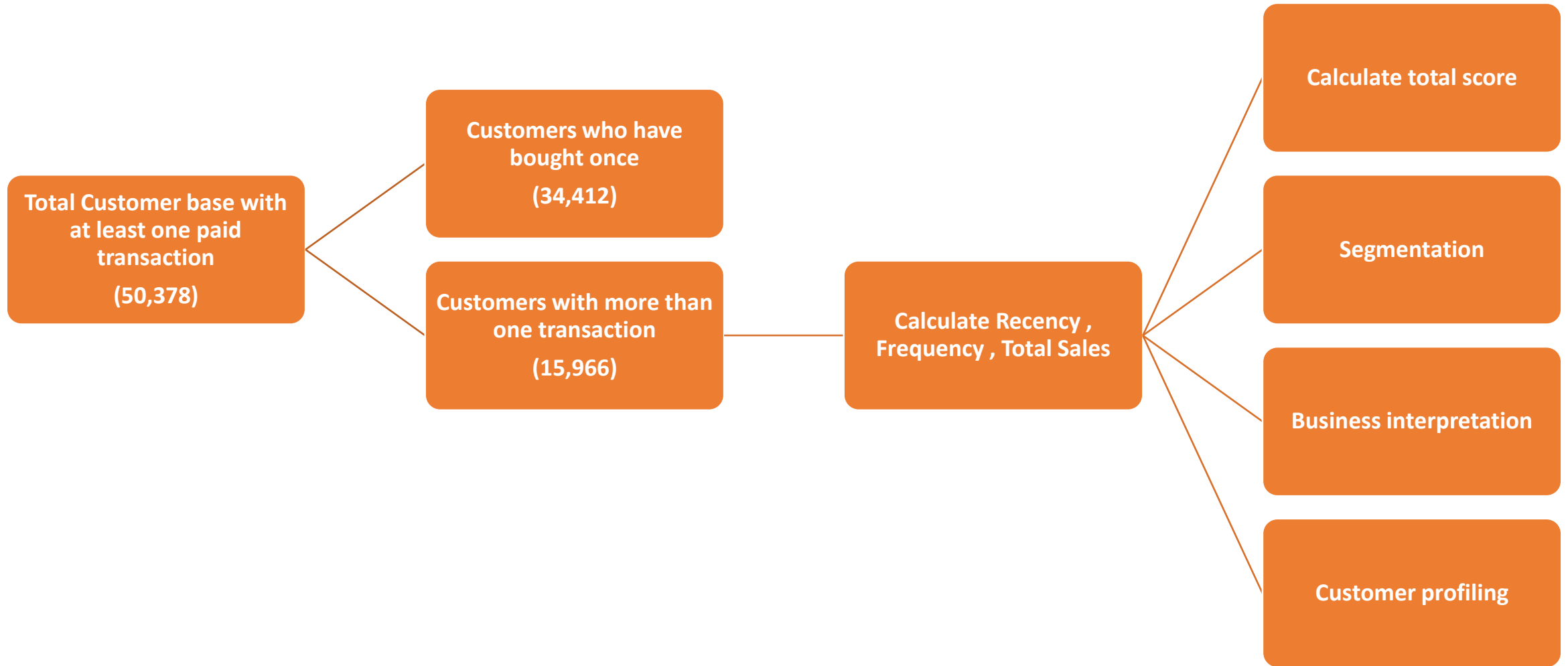
- ❖ Promo and discounting seems to have very miniscule impact on sales volume
- ❖ New launches , innovation and word of mouth seems to drive the brand

Customer Segmentation

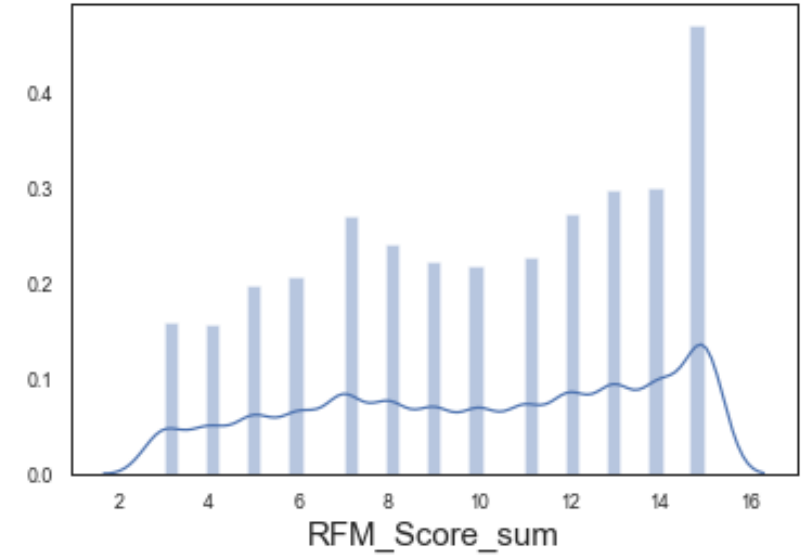
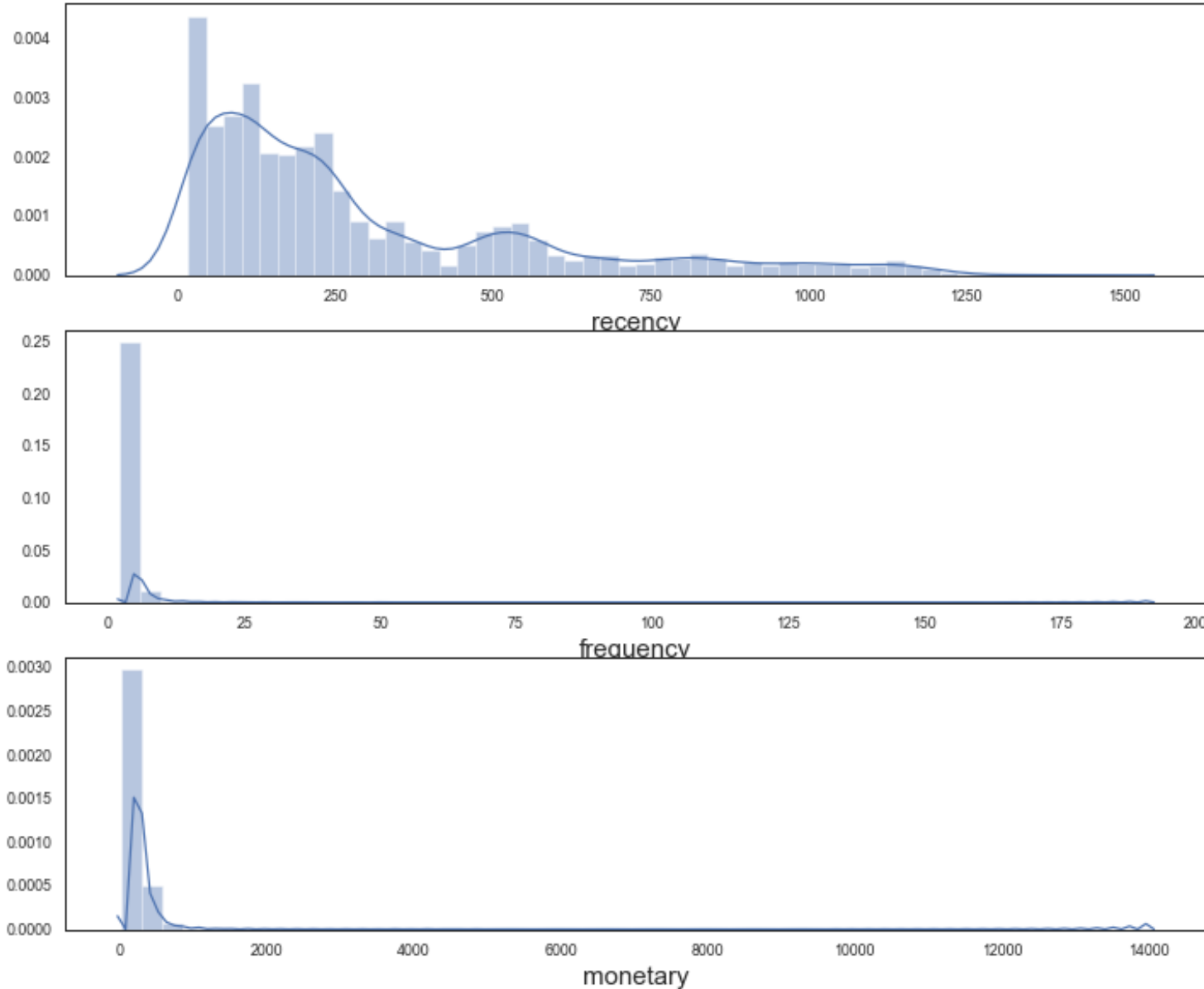
Recency Frequency Monetary (RFM) Segmentation Process



Recency Frequency Monetary (RFM) Segmentation Process

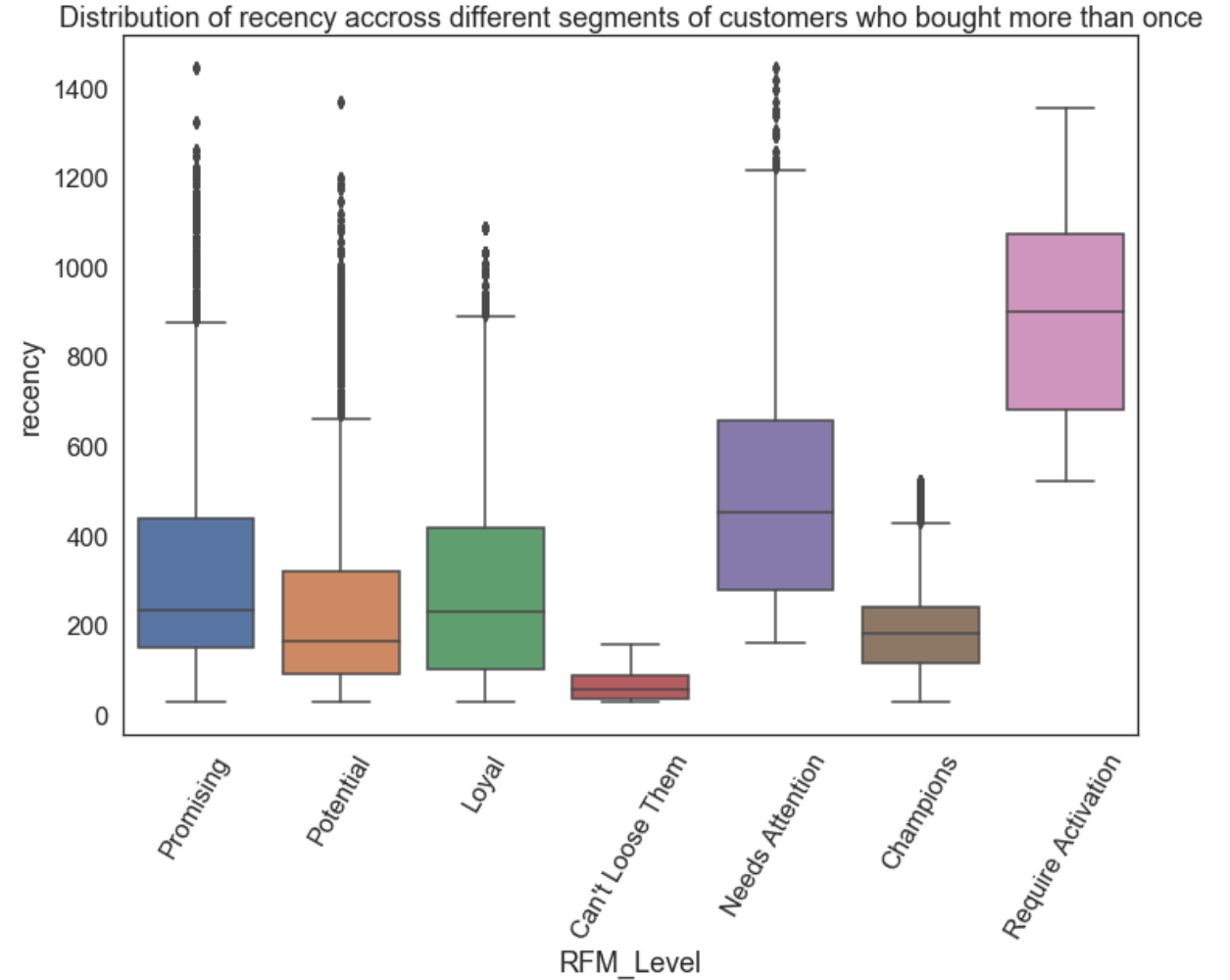
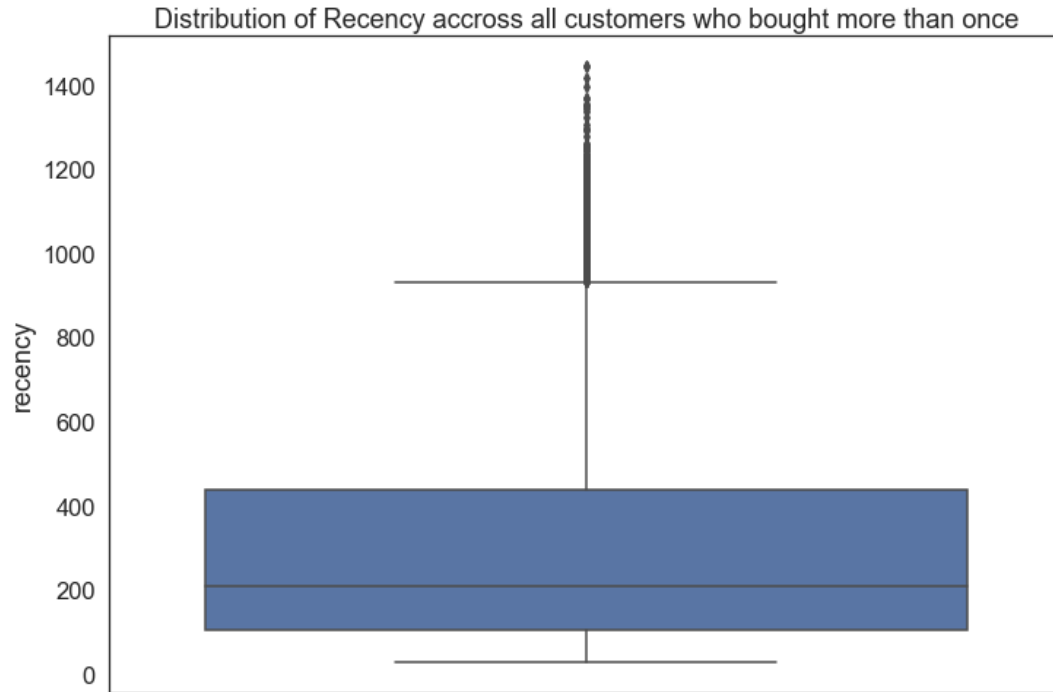


Distribution of R,F,M and total score :



Percentile Distribution of RFM Score	
Percentile Distribution	Value
20th Percentile	6
40th Percentile	9
60th Percentile	12
80th Percentile	14
100th Percentile	15

Distribution of Recency across segments and total customer base :



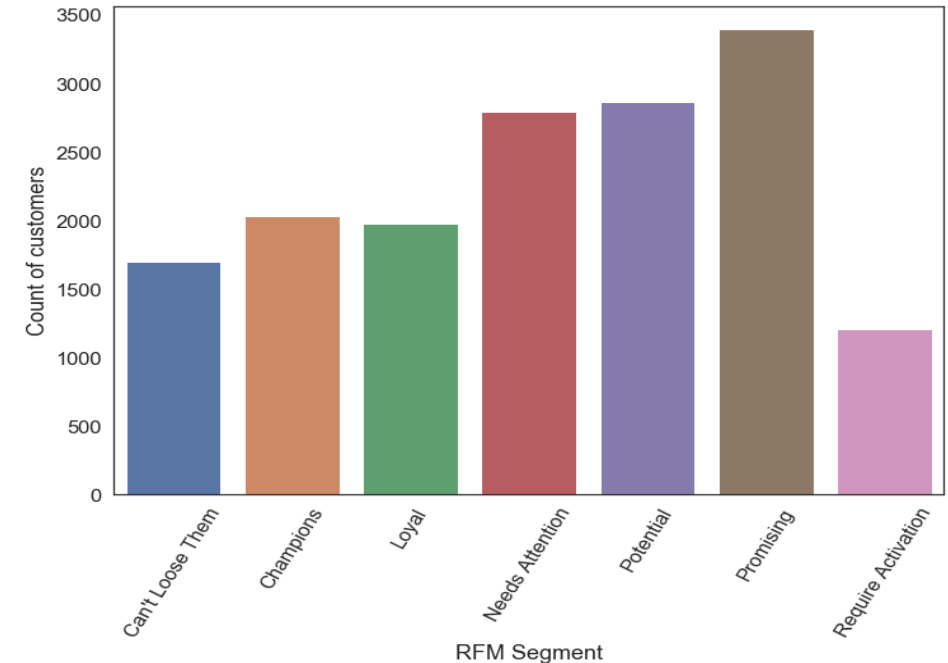
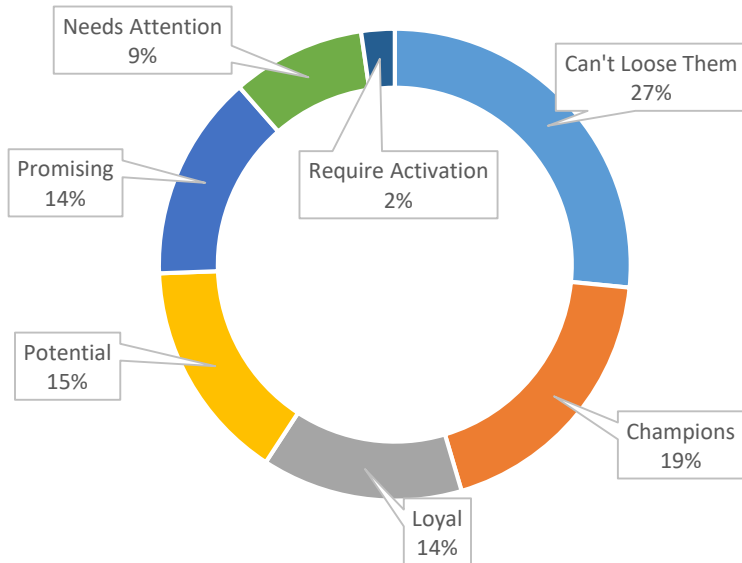
Customer profiling for people who bought only once :

Average of recency (Days)	Min of recency (Days)	Average of #Transactions	Average of Lineitem price	Avg Transaction Value	Total Sales Value	Average of Total Qty	#Unique Customers
463.3	26.0	1.0	61.0	56.2	24,01,664.8	1.6	34,412

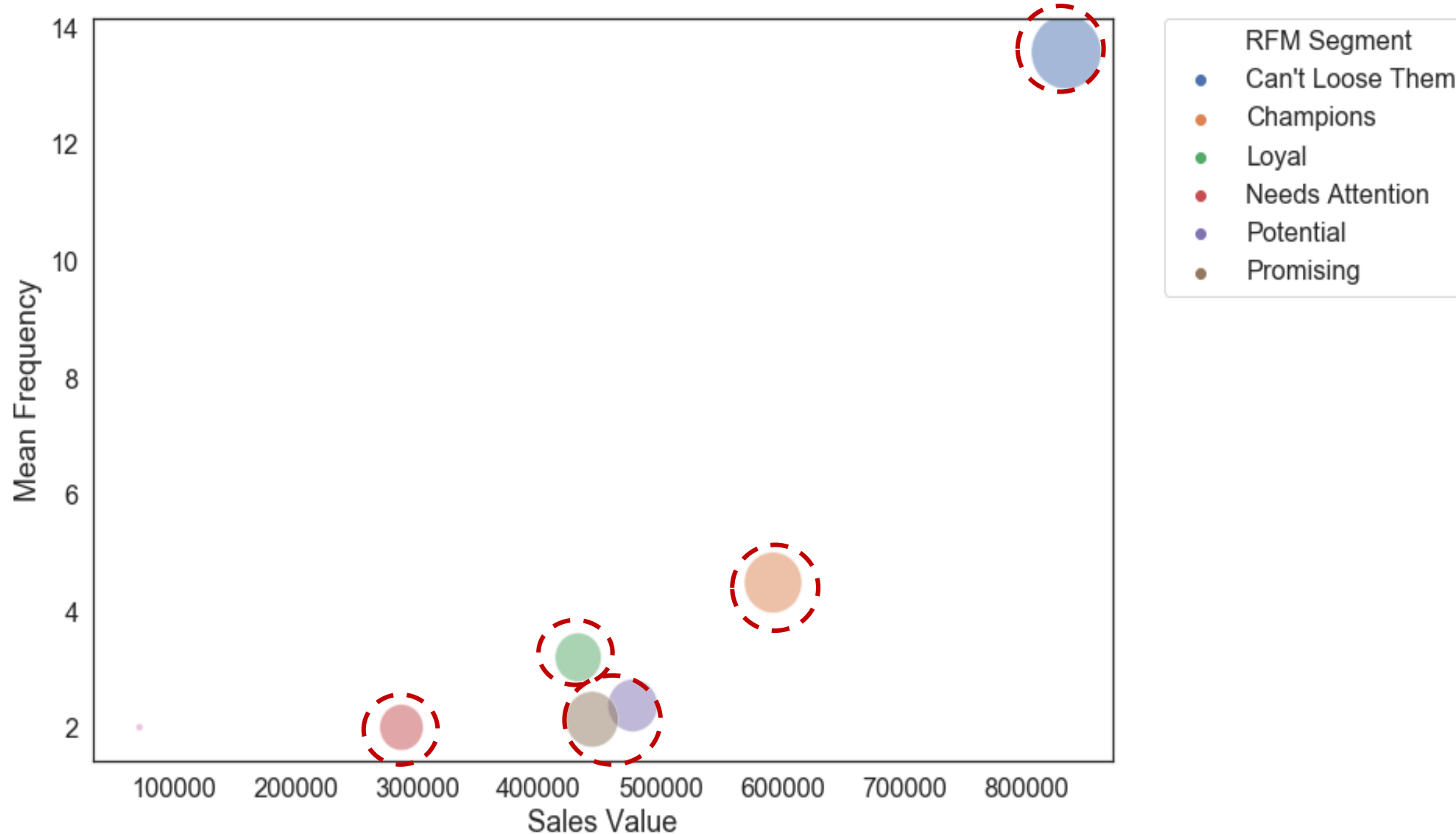
Recency Frequency Monetary (RFM) Results & segment profiles :

RFM_Level	Sales Value	Sales Volume	Avg Transaction Value (GBP)	Revenue Contribution	recency		frequency		#Transactions	Lineitem price		#Unique Customers	Segment Size
	sum	sum		%age	mean	median	mean	median	Count	mean	median	Count	%age
Can't Loose Them	8,33,262	14018	59.44	27%	58	46	14	6	10722	61.7	69	1696	10.6%
Champions	5,92,422	10367	57.15	19%	178	172	4	4	8019	59.3	66	2034	12.7%
Loyal	4,32,330	8128	53.19	14%	278	221	3	3	6001	55.6	66	1978	12.4%
Potential	4,77,180	8420	56.67	15%	242	156	2	2	6573	59.6	69	2864	17.9%
Promising	4,43,736	8644	51.33	14%	317	225	2	2	7113	54.0	66	3396	21.3%
Needs Attention	2,87,156	6420	44.73	9%	494	444	2	2	5582	47.4	64	2791	17.5%
Require Activation	71,966	2877	25.01	2%	876	892	2	2	2414	32.2	29	1207	7.6%

Revenue Contribution



RFM segments with respect to sales value ,volume & Transactions:



The size of the bubble represents volume of transactions

❖ Apparently potential and promising can be clubbed together to finally 1 segment

RFM segments top 10 customer life cycle for the best segments:

Segments and top customers	Max of recency	Max of frequency	Sales Value	Max of F_Quartil	Max of R_Quartile	Max of M_Quartile	Average of Lineitem price	Count of #Transactions
Can't Loose Them	81	15	5,367	5	5	5	66.0737037	81
amelia.hancock	81	5	271	5	5	5	56.6	5
amiefoster2601	52	15	1,061	5	5	5	59.33166667	18
cmangnall1	28	4	402	5	5	5	83.2	5
daisyfsalt	68	5	479	5	5	5	80.5	6
daniella.fionda	81	4	328	5	5	5	68.2	5
kerryporritt	67	4	579	5	5	5	61.625	8
stephisut	37	6	426	5	5	5	60.25	8
sue.madelin	55	5	750	5	5	5	92.57142857	7
vikkvet	28	7	495	5	5	5	62.66666667	9
virginia	57	7	578	5	5	5	57.4	10
Champions	221	9	3,624	5	5	5	65.16035714	56
alicenoon11	126	4	250	5	4	4	60.75	4
alisa.Thompson	221	4	276	5	3	5	68	4
alison.joy.garland1	33	3	235	4	5	4	60	4
alison.kinch	152	3	335	4	4	5	69.398	5
alisonbracchi	182	5	360	5	3	5	70.6	5
alisonchankey	82	3	302	4	4	5	80.5	4
alisoncoleysmith	154	5	763	5	3	5	58.69230769	13
alisoncrockford	51	3	210	4	5	4	50.7475	4
janetshepherd	178	9	689	5	3	5	77	9
janeyotoole	79	3	205	4	5	4	53.25	4

RFM segments Customer base and probable strategies:

Segment	Definition and probable strategies
Can't Loose Them	Best Category of regularly enagaged recent customers with highest monetary engagement and higher average price per item. They should be regarded for their multiple high value purchases. They can be the early adopters of new launches
Champions	
Loyal	With around 12% segment size these people contribute to around 14% of revenue. They engage with the brand not very regularly but maintains a decent level of periodicity in their buying behaviour
Potential	With a segment size which contributes to 40% of the totsal these two segments have a revenue share of around 30%. From the behavioural point , their frequencies and recencies of enagement are less than the Loyal bucket but their combined avg ticket size is little above the Loyal ones.These two segments should be regularly updated about campaigns and promotions through periodice news letters to maintain and enhance their engagement and for the required transition to loyal bucket.
Promising	
Needs Attention	These are almost about to be lost customers with revenue contirbution of around 9%.The average last enagement day for this segment is more than a year. From a strategy perspective they can be tried by some personlalized marketing tactics like tailor made emails and so on
Require Activation	With only 2% revenue contribution and last enagement happenng almost 3 years back these are the lost customers and there is very less chance of them coming back again.

Market Basket Analysis

Market basket analysis : steps followed

Basket Size

- Identify transactions with basket size >1 [15,316]

Frequent Items

- Find most frequently occurring SKUs together

A priory algorithm

- Applied A priory algorithm to select combinations based on lift , confidence
- Identified top 4 rules and list down frequently occurring item sets based on support

Less instances

- Because of less instances of similar SKUs getting bought together A priory failed to generate substantial sequential buying rules

Pair of 2

- Identified pairs of items getting bought together in combinations of 2

Final List

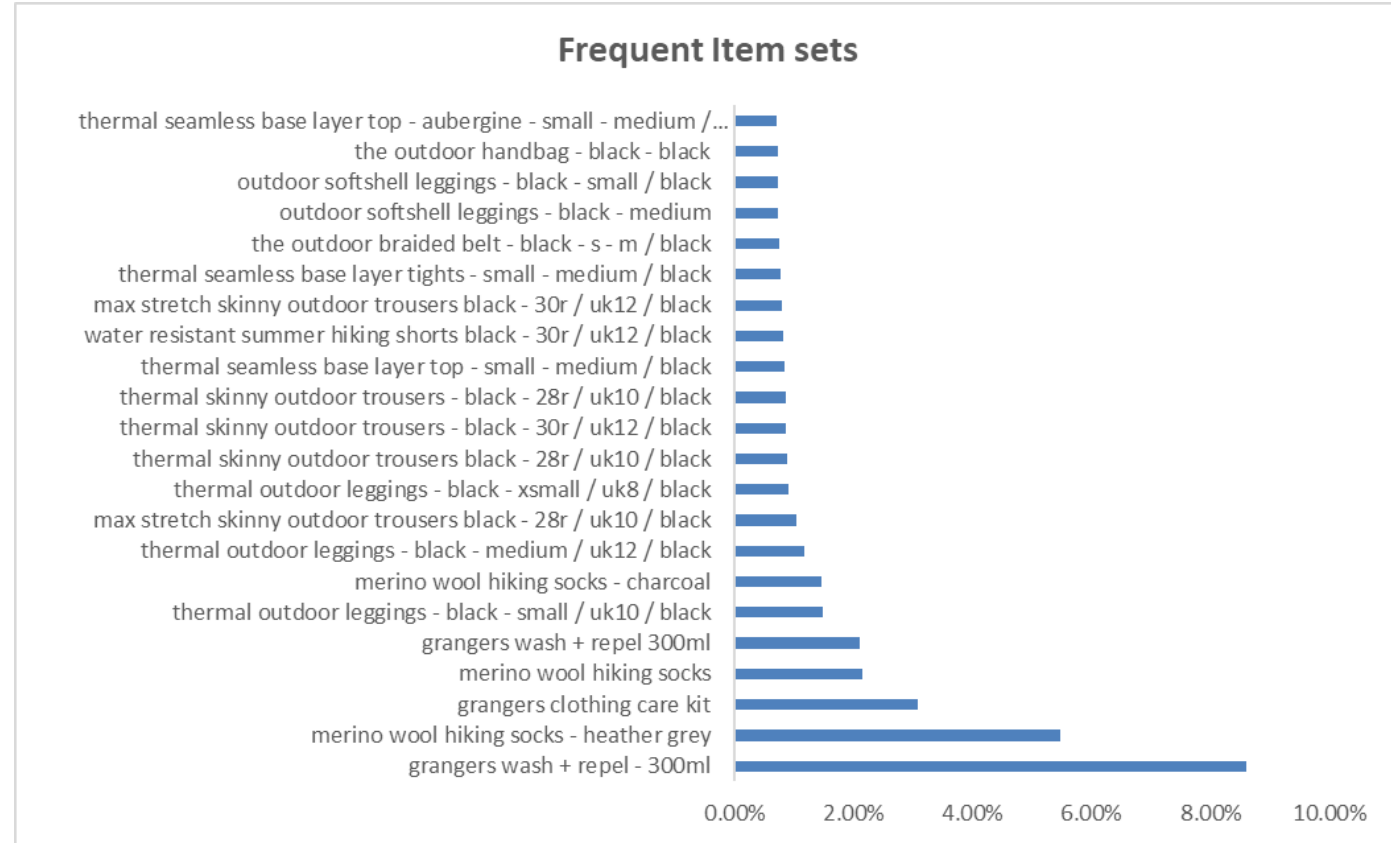
- Select top 10 combinations

Top 10 combinations of baskets:

SI No	SKU1	SKU2	Count	Percentage
1	merino recycled beanie - one size / heather grey	merino wool hiking socks	41	0.15%
2	merino wool hiking socks - charcoal	merino wool hiking socks - heather grey	35	0.13%
3	merino wool hiking socks - heather grey	merino wool hiking socks - charcoal	32	0.12%
4	thermal seamless base layer tights - aubergine - small - medium / aubergine	thermal seamless base layer top - aubergine - small - medium / aubergine	28	0.10%
5	thermal seamless base layer top - small - medium / black	thermal seamless base layer tights - small - medium / black	27	0.10%
6	thermal seamless base layer top - xsmall - small / black	thermal seamless base layer tights - xsmall - small / black	26	0.09%
7	thermal seamless base layer tights - xsmall - small / black	thermal seamless base layer top - xsmall - small / black	26	0.09%
8	thermal seamless base layer top - medium - large / black	thermal seamless base layer tights - medium - large / black	24	0.09%
9	merino recycled beanie heather grey - one size / heather grey	merino wool hiking socks	23	0.08%
10	merino wool hiking socks	merino recycled beanie - one size / heather grey	22	0.08%

Frequent Item sets based on support level from A priori:

itemsets	support
grangers wash + repel - 300ml	8.59%
merino wool hiking socks - heather grey	5.47%
grangers clothing care kit	3.08%
merino wool hiking socks	2.16%
grangers wash + repel 300ml	2.11%
thermal outdoor leggings - black - small / uk10 / black	1.48%
merino wool hiking socks - charcoal	1.46%
thermal outdoor leggings - black - medium / uk12 / black	1.17%
max stretch skinny outdoor trousers black - 28r / uk10 / black	1.04%
thermal outdoor leggings - black - xsmall / uk8 / black	0.91%
thermal skinny outdoor trousers black - 28r / uk10 / black	0.88%
thermal skinny outdoor trousers - black - 30r / uk12 / black	0.87%
thermal skinny outdoor trousers - black - 28r / uk10 / black	0.87%
thermal seamless base layer top - small - medium / black	0.84%
water resistant summer hiking shorts black - 30r / uk12 / black	0.82%
max stretch skinny outdoor trousers black - 30r / uk12 / black	0.81%
thermal seamless base layer tights - small - medium / black	0.78%
the outdoor braided belt - black - s - m / black	0.76%
outdoor softshell leggings - black - medium	0.73%
outdoor softshell leggings - black - small / black	0.72%
the outdoor handbag - black - black	0.72%
thermal seamless base layer top - aubergine - small - medium / aubergine	0.72%



Top 4 rules based on A priory algorithm:

Rule	Support	Confidence	Lift
merino recycled beanie - one size / heather grey -> merino wool hiking socks	0.004	0.590	27.322
thermal seamless base layer top - aubergine - small - medium / aubergine -> thermal seamless base layer tights - aubergine - small - medium / aubergine	0.003	0.608	84.599
thermal seamless base layer tights - small - medium / black -> thermal seamless base layer top - small - medium / black	0.003	0.403	47.891
thermal seamless base layer top - xsmall - small / black -> thermal seamless base layer tights - xsmall - small / black	0.003	0.578	88.492

Top 10 items bought in 1st and subsequent repeat purchases:

Top 10 SKU Name_First Purchase	%age Occurance_1st Purchase	Top 10 SKU Name_Second Purchase	%age Occurance_2nd Purchase
grangers wash + repel - 300ml	1.3%	grangers wash + repel - 300ml	1.8%
thermal outdoor leggings - black - small / uk10 / black	1.1%	merino wool hiking socks - heather grey	1.0%
thermal outdoor leggings - black - medium / uk12 / black	1.1%	thermal outdoor leggings - black - small / uk10 / black	1.0%
merino wool hiking socks - heather grey	0.9%	thermal outdoor leggings - black - medium / uk12 / black	0.8%
max stretch skinny outdoor trousers black - 28r / uk10 / black	0.9%	thermal skinny outdoor trousers black - 28r / uk10 / black	0.8%
max stretch skinny outdoor trousers black - 30r / uk12 / black	0.8%	thermal skinny outdoor trousers - black - 28r / uk10 / black	0.7%
thermal skinny outdoor trousers black - 28r / uk10 / black	0.8%	grangers clothing care kit	0.7%
thermal skinny outdoor trousers - black - 28r / uk10 / black	0.7%	thermal skinny outdoor trousers - black - 30r / uk12 / black	0.6%
thermal skinny outdoor trousers black - 30r / uk12 / black	0.7%	grangers wash + repel 300ml	0.6%
thermal skinny outdoor trousers - black - 30r / uk12 / black	0.7%	max stretch skinny outdoor trousers black - 28r / uk10 / black	0.6%
thermal outdoor leggings - black - xsmall / uk8 / black	0.6%	skinny outdoor trousers black - 30r / uk12 / black	0.6%

Top 10 SKU Name_3rd Purchase	%age Occurance_3rd Purchase	Top 10 SKU Name_4th Purchase	%age Occurance_4th Purchase
grangers wash + repel - 300ml	1.7%	thermal outdoor leggings - black - medium / uk12 / black	1.5%
merino wool hiking socks - heather grey	1.3%	grangers wash + repel - 300ml	1.2%
thermal outdoor leggings - black - small / uk10 / black	1.1%	thermal outdoor leggings - black - small / uk10 / black	1.0%
thermal outdoor leggings - black - medium / uk12 / black	0.9%	merino wool hiking socks - heather grey	1.0%
thermal outdoor leggings - blueberry - small / uk10 / blueberry	0.8%	the outdoor handbag - black - black	0.9%
grangers wash + repel 300ml	0.8%	the skinny outdoor jeans - dark blue denim - 30r / uk12 / dark b	0.8%
grangers clothing care kit	0.7%	thermal outdoor leggings - blueberry - small / uk10 / blueberry	0.7%
the skinny outdoor jeans - dark blue denim - 30r / uk12 / dark b	0.7%	thermal skinny outdoor trousers - black - 28r / uk10 / black	0.7%
thermal skinny outdoor trousers - black - 30r / uk12 / black	0.6%	water resistant summer hiking shorts black - 30r / uk12 / black	0.7%
thermal skinny outdoor trousers - black - 28r / uk10 / black	0.6%	grangers wash + repel 300ml	0.7%
the skinny outdoor jeans - dark blue denim - 28r / uk10 / dark b	0.6%	thermal skinny outdoor trousers - black - 30r / uk12 / black	0.7%