

Online Retail Analytics



Descriptive



Customer



Product analysis

2010

2011

Qtr 1

Qtr 3

Qtr 2

Qtr 4

StockCode

All

CustomerID

All

Country

All

Key performances Indicators

Total Sales

5176K

Quantity Sold

\$9,747.75K

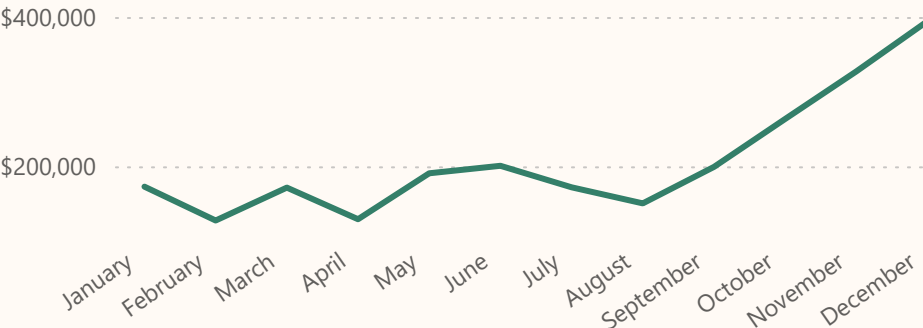
Avg Items in a order

9.55

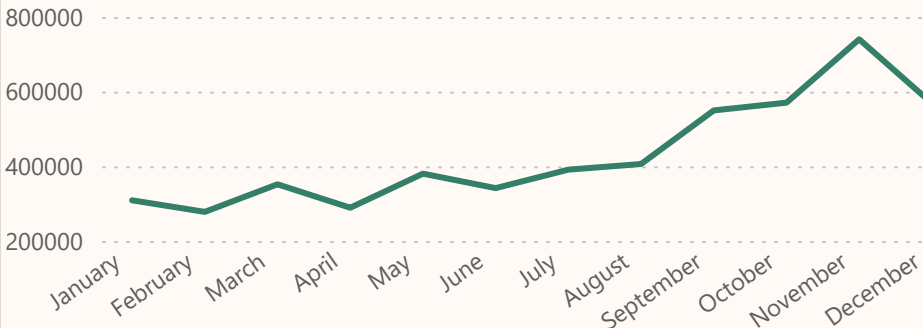
Avg Order Value (AOV)

\$376.36

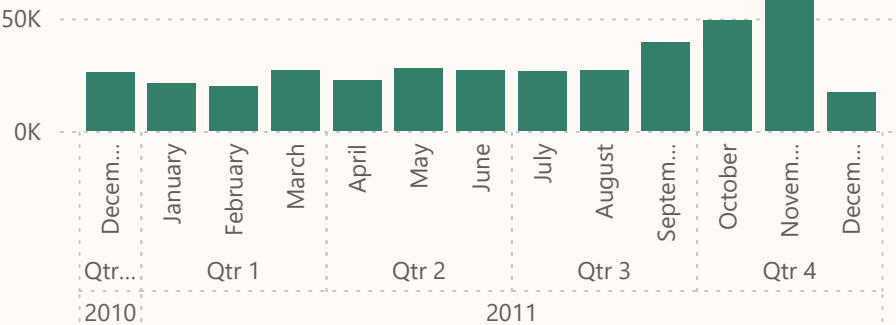
Sales



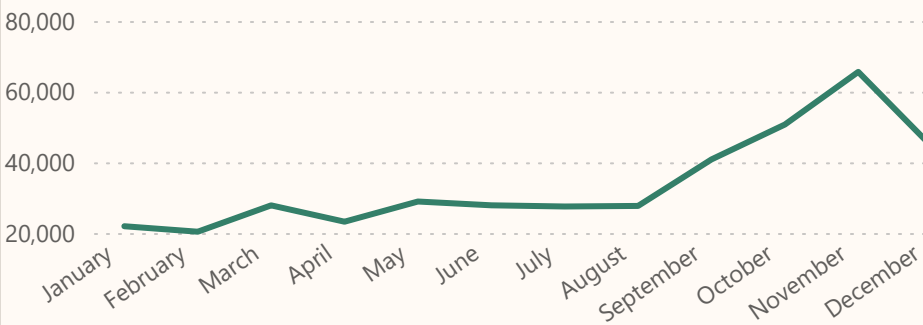
Quantity Sold



Recurring Costumers



Total Customers



Online Retail Analytics



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Customer



Product

2010

2011

Qtr 1

Qtr 3

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Qtr 4

StockCode

All

CustomerID

All

Country

All

Customer segmentation

Avg Order Value (AOV)

\$358.89

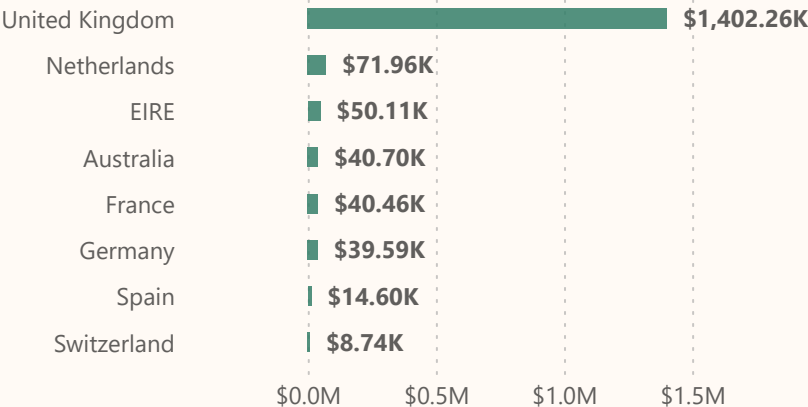
Purchase Frequency

2.68

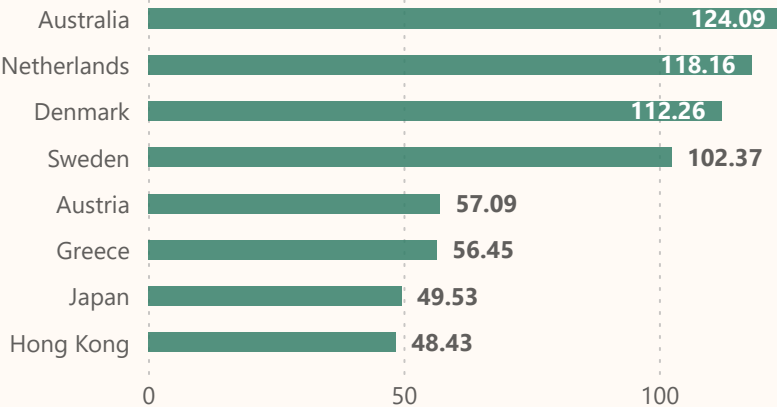
Customer Lifetime Value (CLV)

960.47

Sales by country

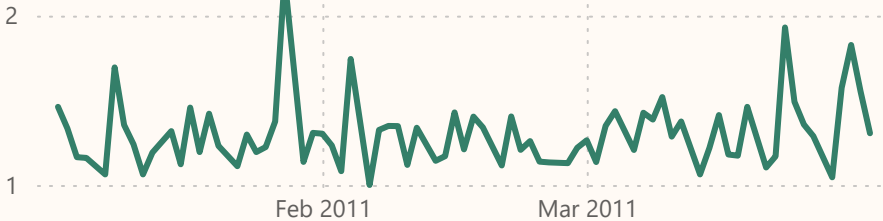
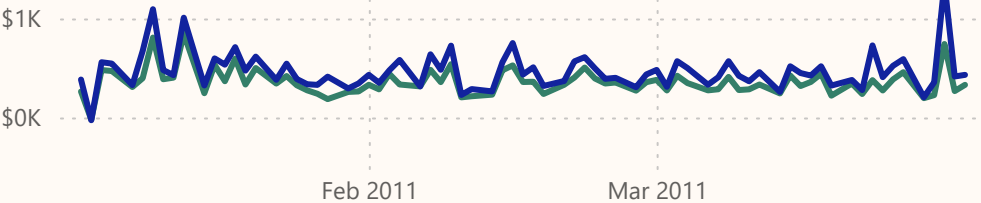


Customer Lifetime by Country



Avg Order Value, Purchase Frequency, and Customer lifetime value Over Time

● AOV ● CV



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Descriptive



Customer



Product

2010

2011

Qtr 1

Qtr 3

Qtr 2

Qtr 4

StockCode

All

CustomerID

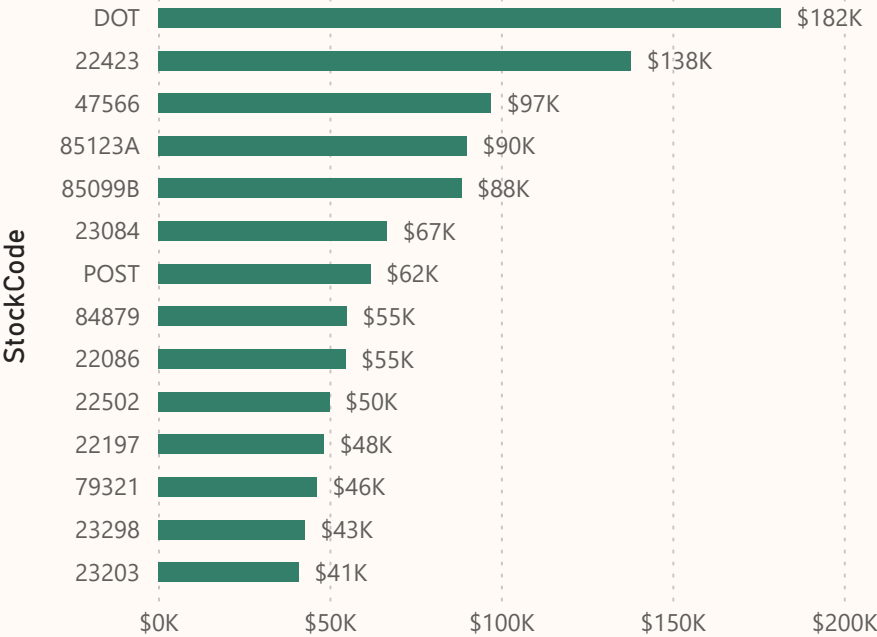
All

Country

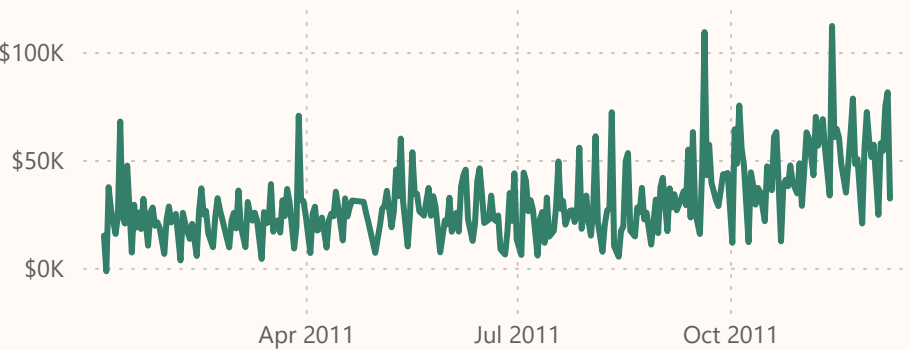
All

Product Analysis

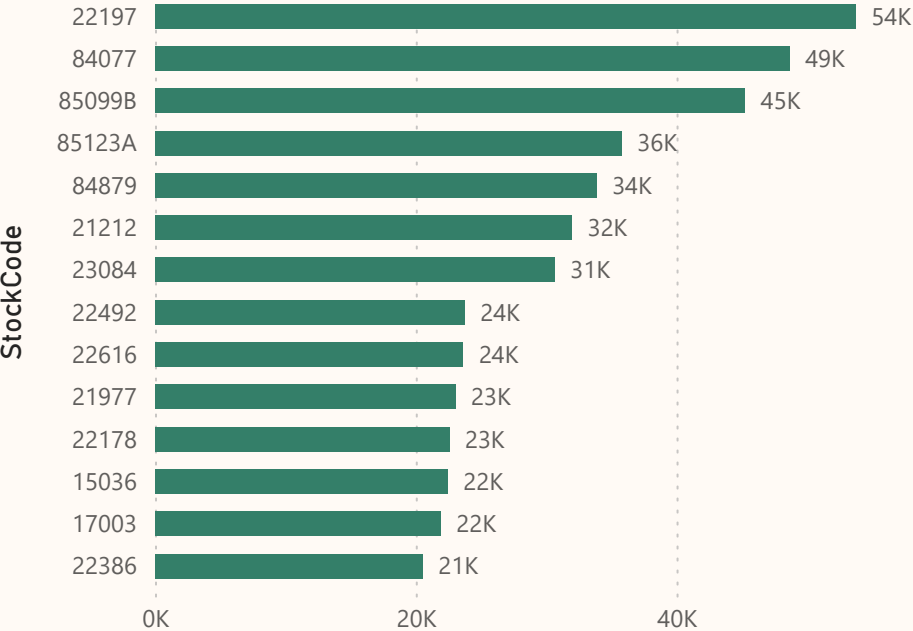
Top Selling Products



Product performance over time



Quantity sold by product



Price sensibility

10002

