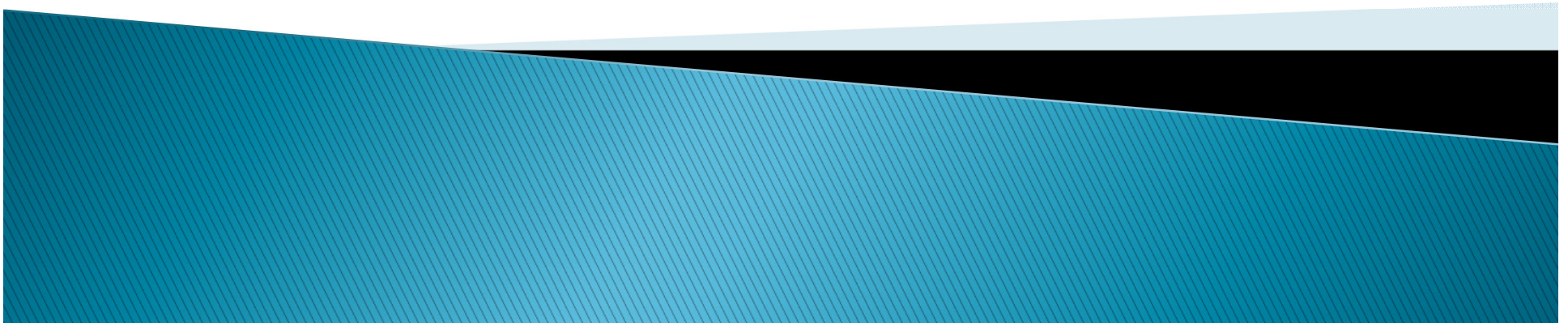


Final Project Presentation 2021

Online Retail Analysis

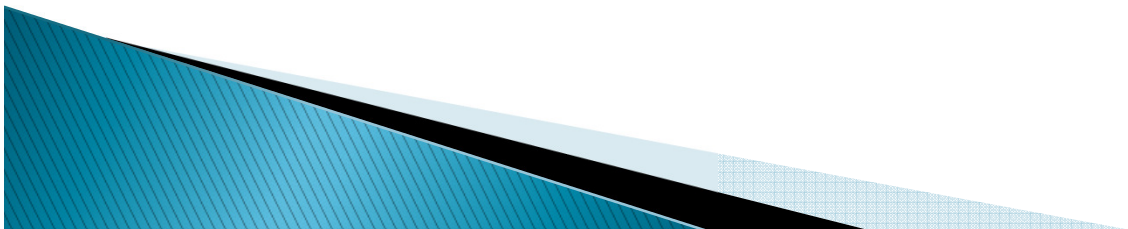
Created by : Chen Lilin

Presentation Date: 1st Mar 2021



Introduction

- ▶ Ecommerce is growing at a very fast pace, especially during this pandemic
- ▶ Everyone is equipped with Smartphone and shopping online is just a click away.
- ▶ In order to make use of this trend, many wholesaler are turning to ecommerce platform to boost sales



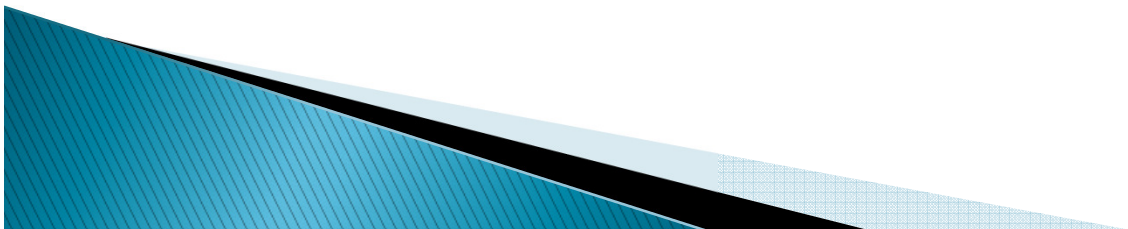
Data Cleaning

- ▶ Set date format
- ▶ Drop row that for country row that indicate 'Unspecified'
- ▶ Set Customer ID to integer



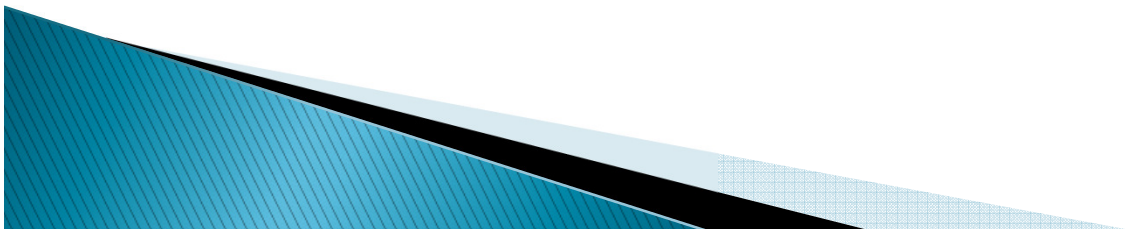
Data Insights

- ▶ Sales trend
- ▶ Product sales
- ▶ Repeat Sales rate

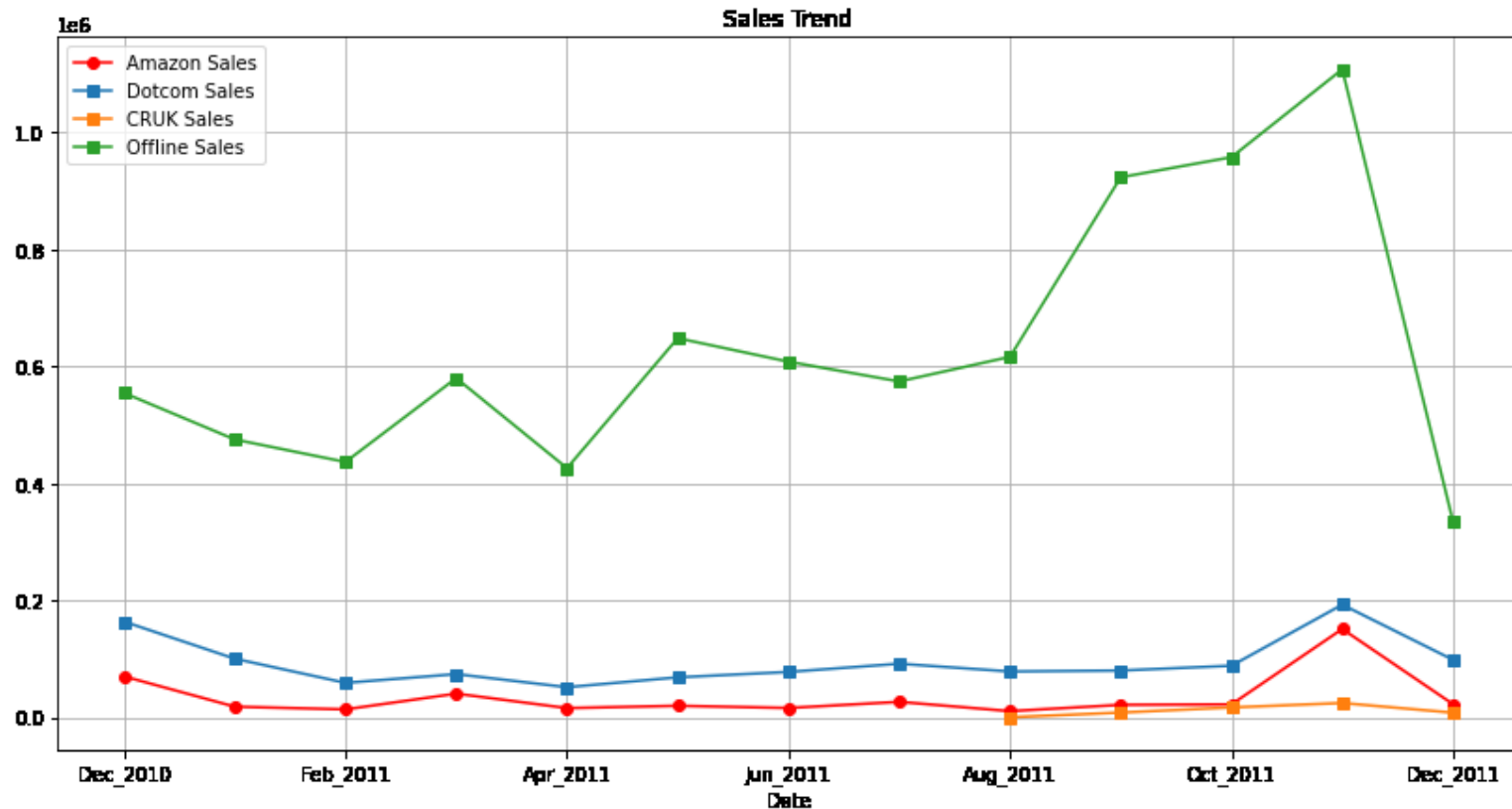


Overall Problem Statements

Understanding online and offline sales trend, will allow the company to forecast and marketing better.

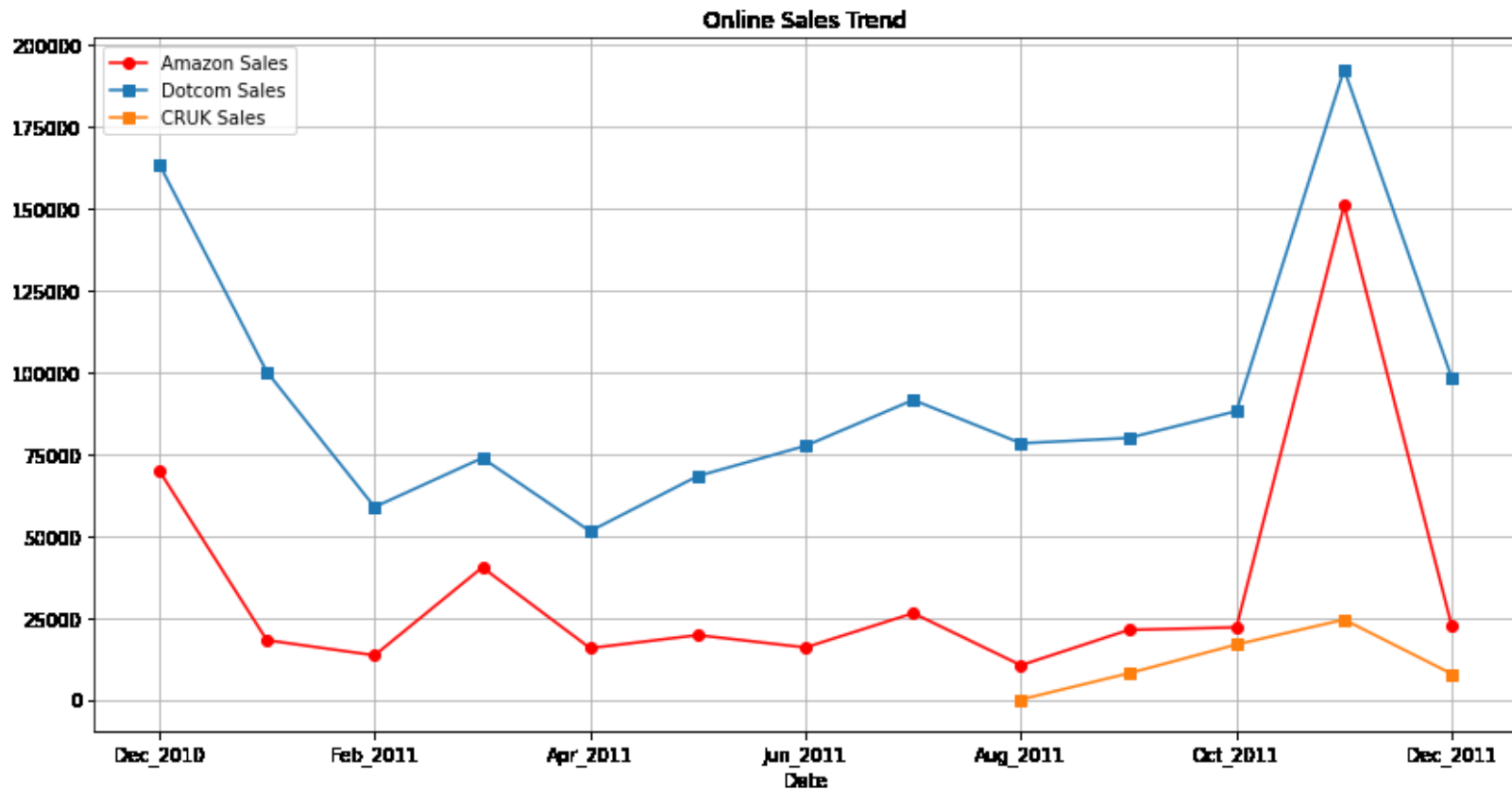


Overall Sales Trend

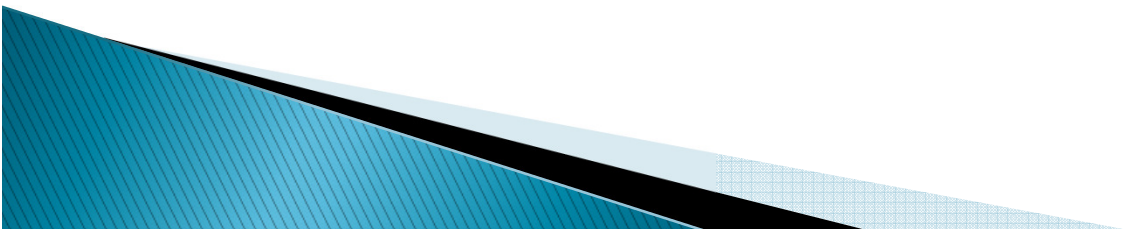


- Similar Sales Trend thru out the 13 months

Online Sales Trend

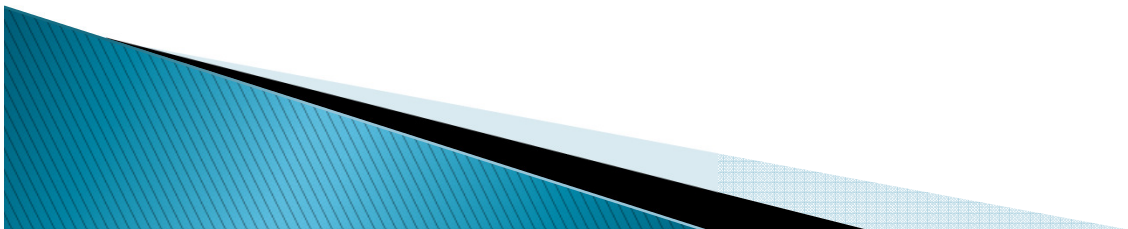


- CRUK Sales Online store has the lowest sales

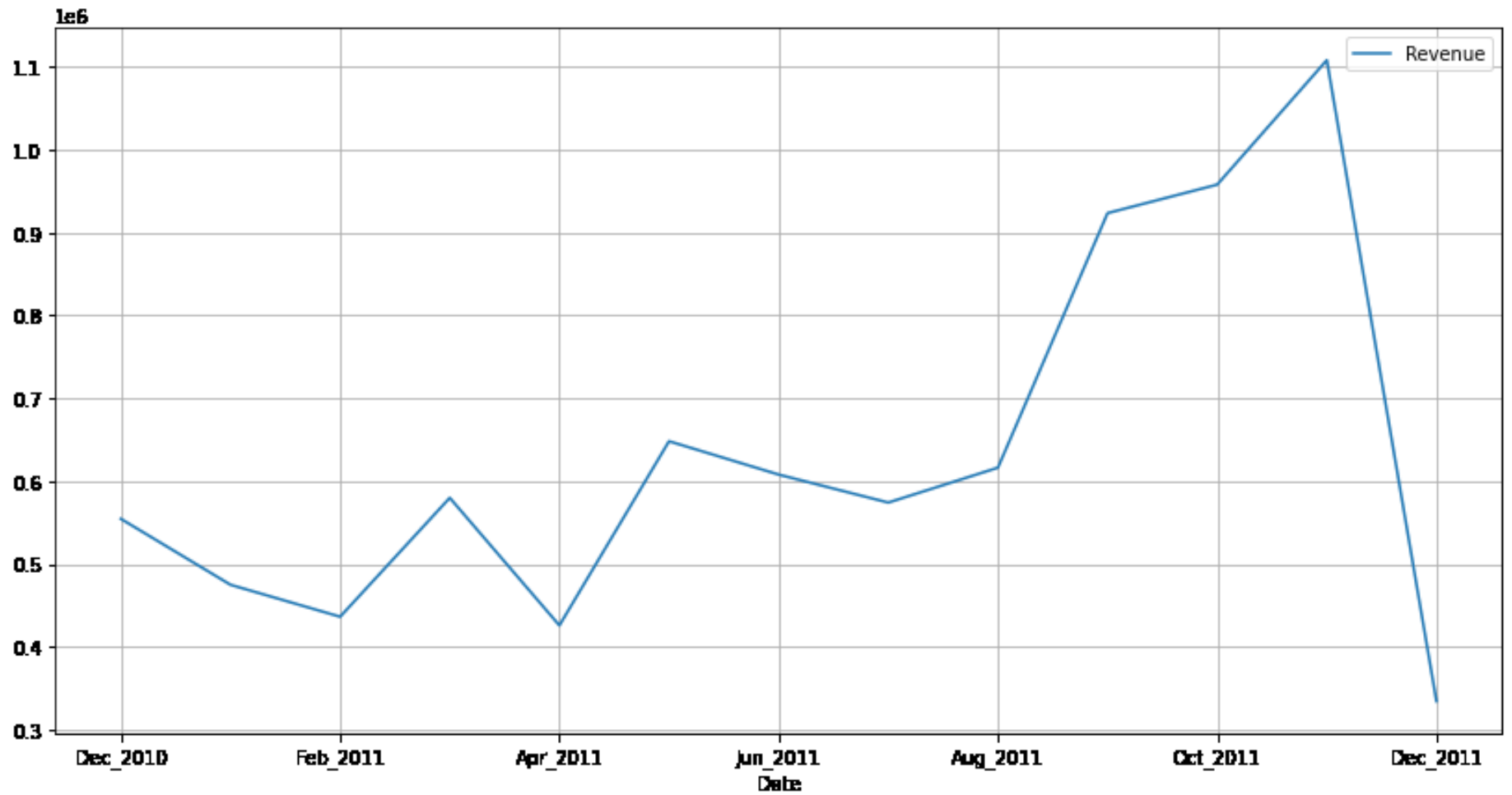


Online Sales Trend

Ecom Platform	No Of Product
Dotcom	3276
Amazon	2682
CRUK	1121

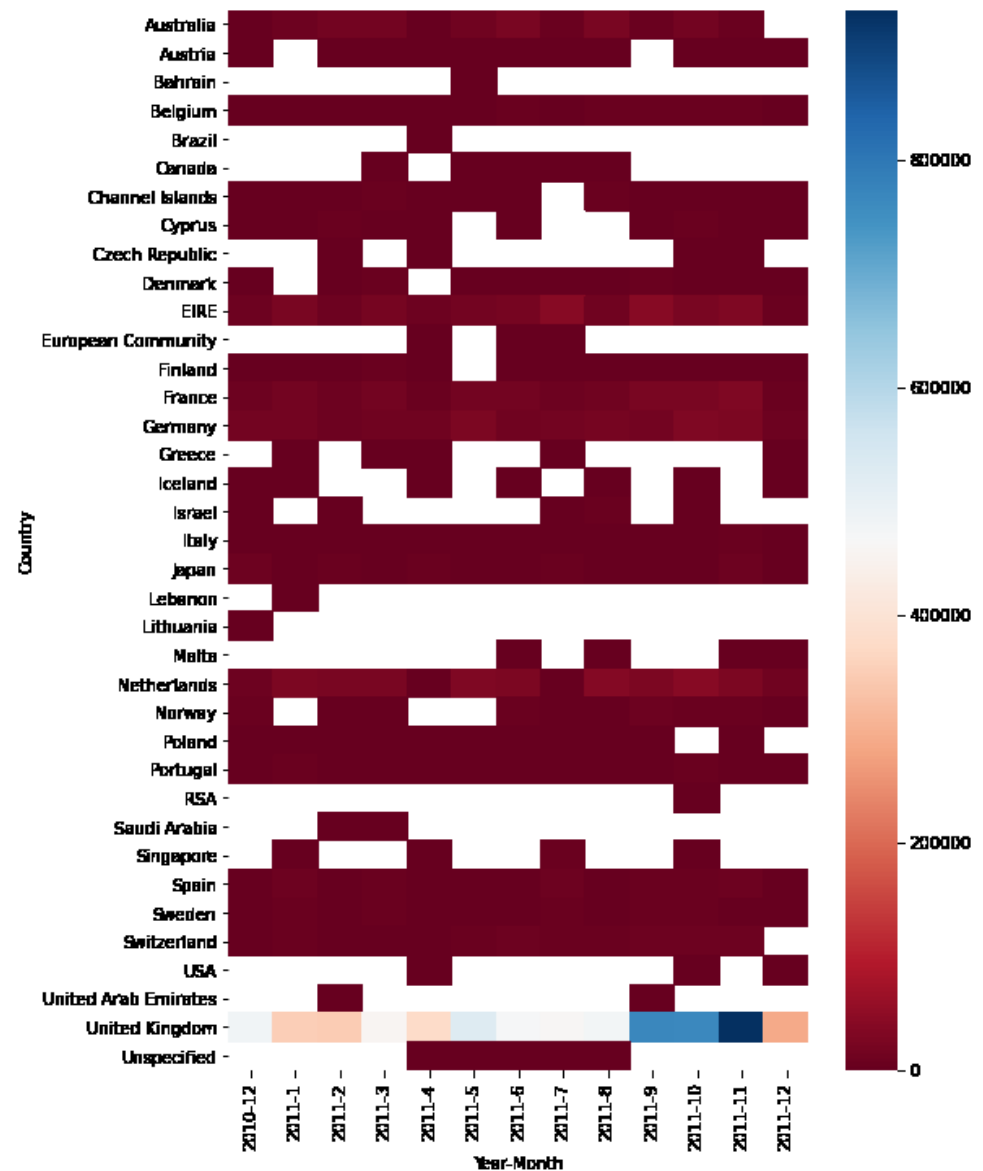


Offline Sales Trend



Stacked area chart showing the percentage of people in the United Kingdom who are members of a religious community from 2010 to 2012. The chart shows a steady decline in religious membership over the period. The legend indicates three categories: Unspecified (dark blue), United Kingdom (light blue), and United Kingdom (orange).

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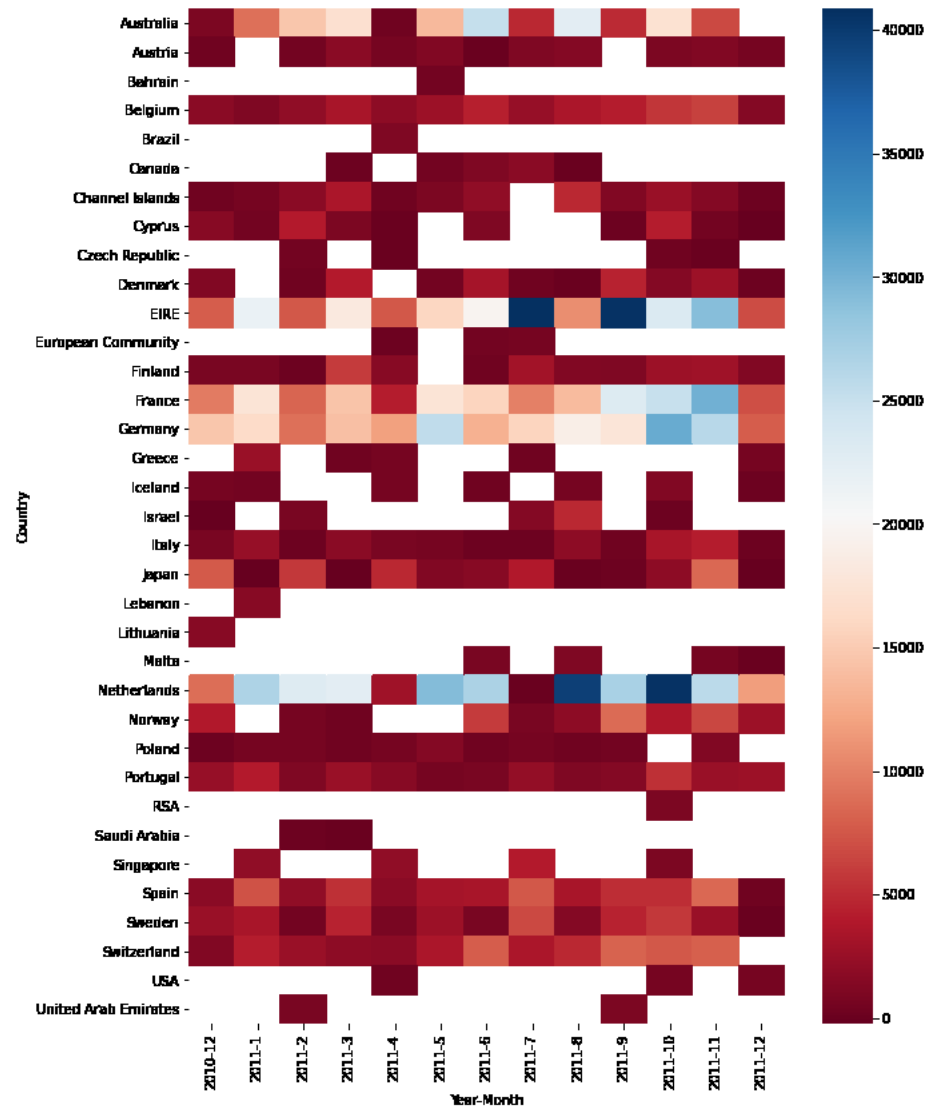


Stacked area chart showing the percentage of the population aged 65 and over in Switzerland, USA, and United Arab Emirates from 2010 to 2012. The chart shows a significant increase in the USA and UAE, while Switzerland remains relatively stable.

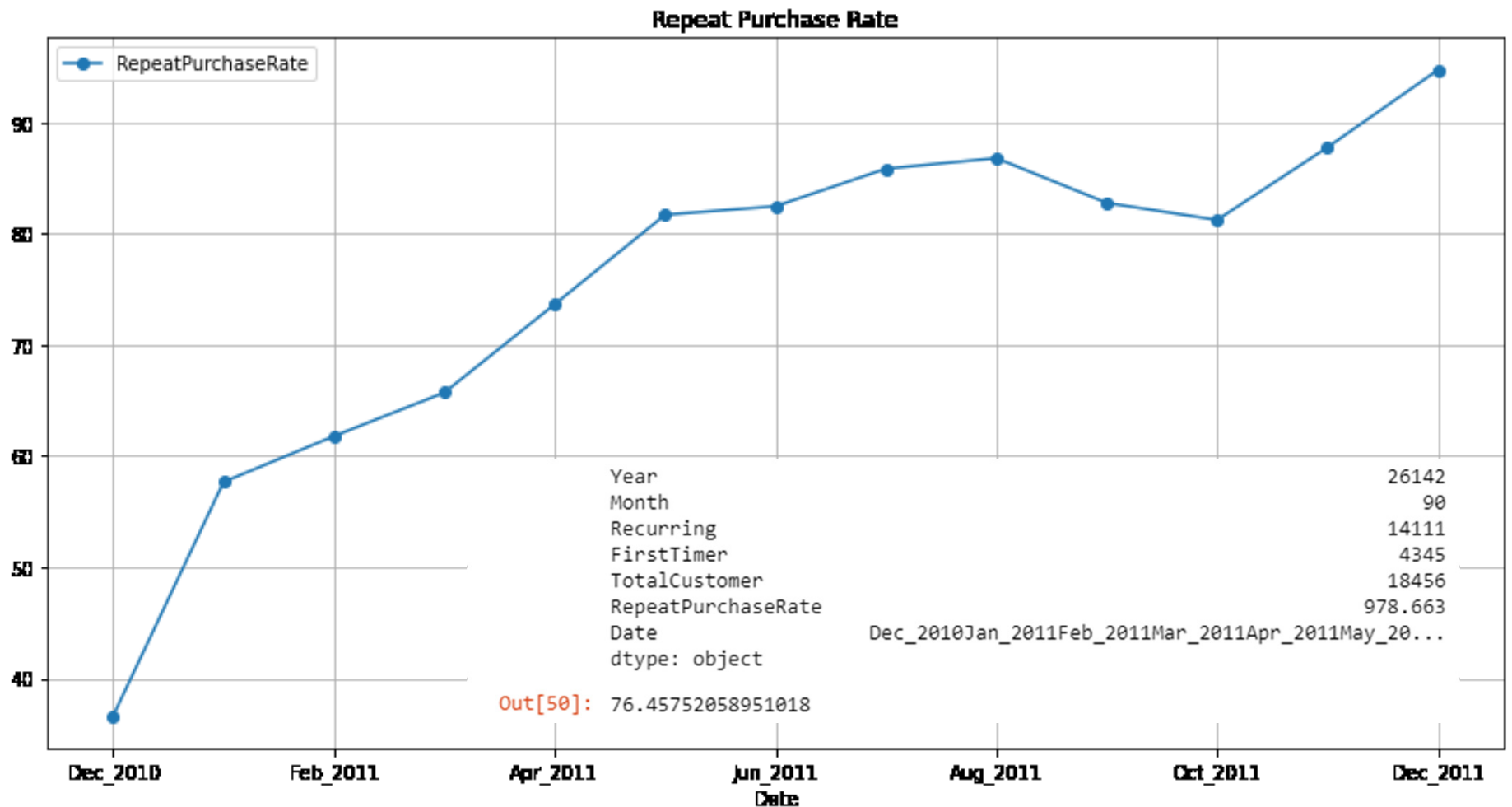
Country	2010-12	2011-1
Switzerland	~18%	~18%
USA	~12%	~15%
United Arab Emirates	~1%	~2%

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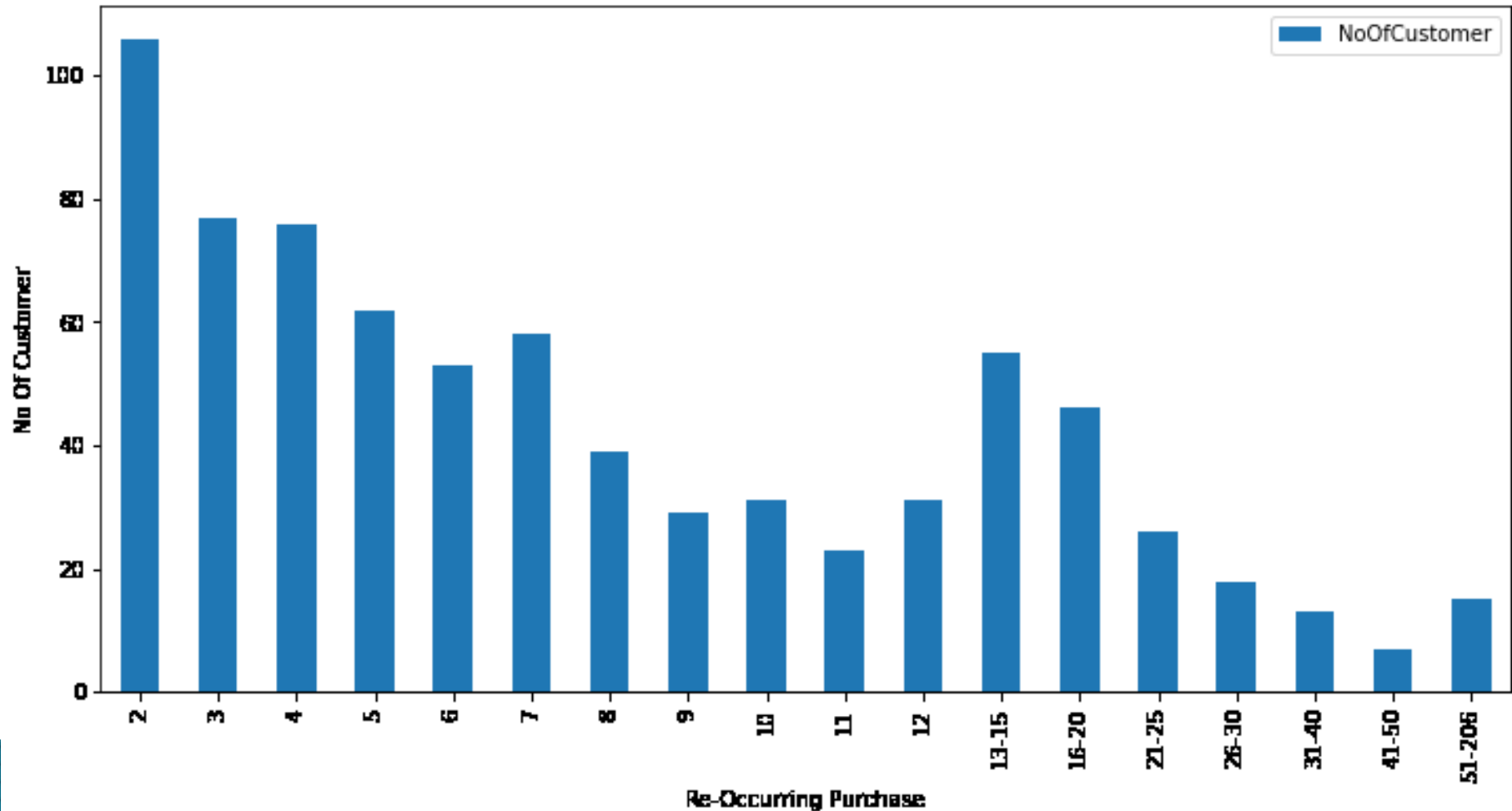
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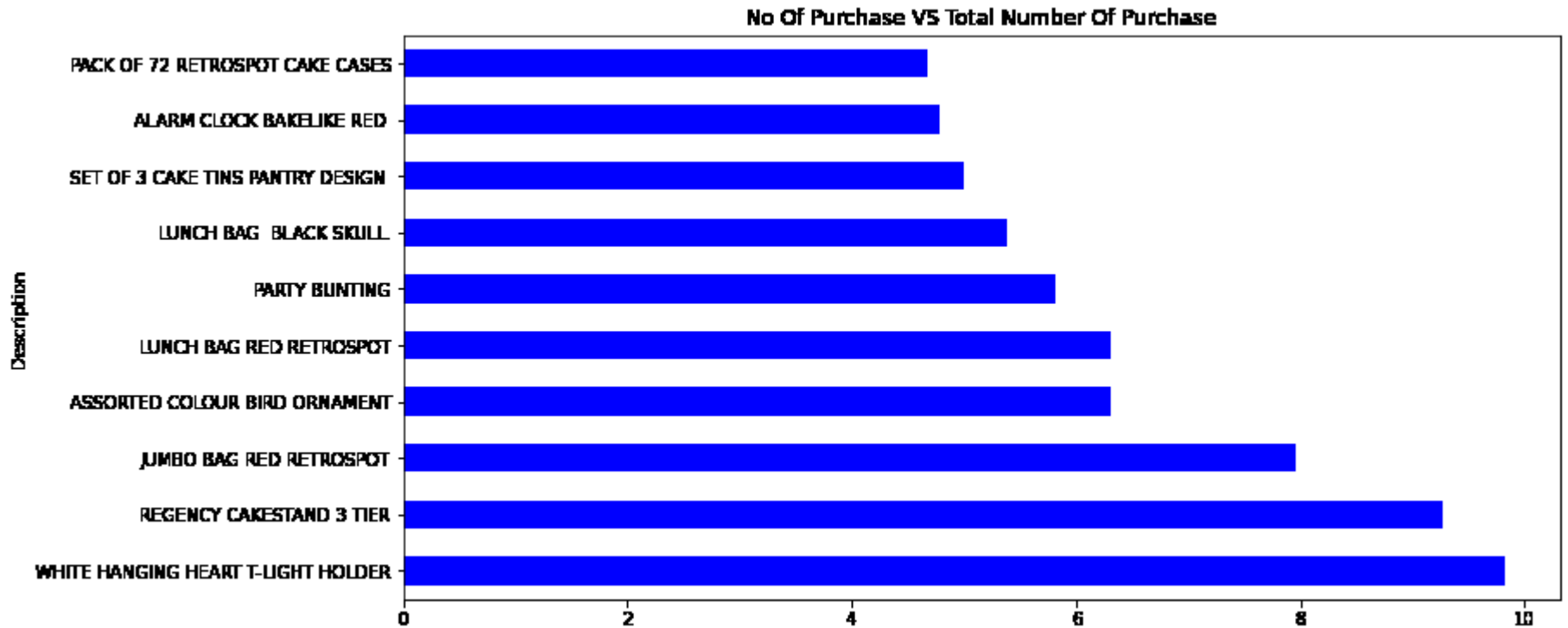
Repeat Purchase Rate



Customer Recurring Purchase

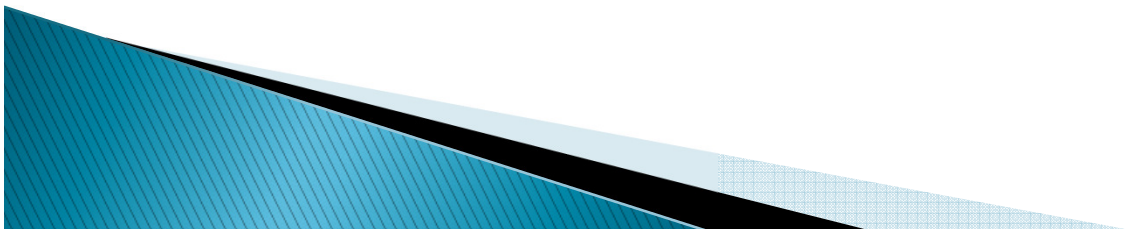
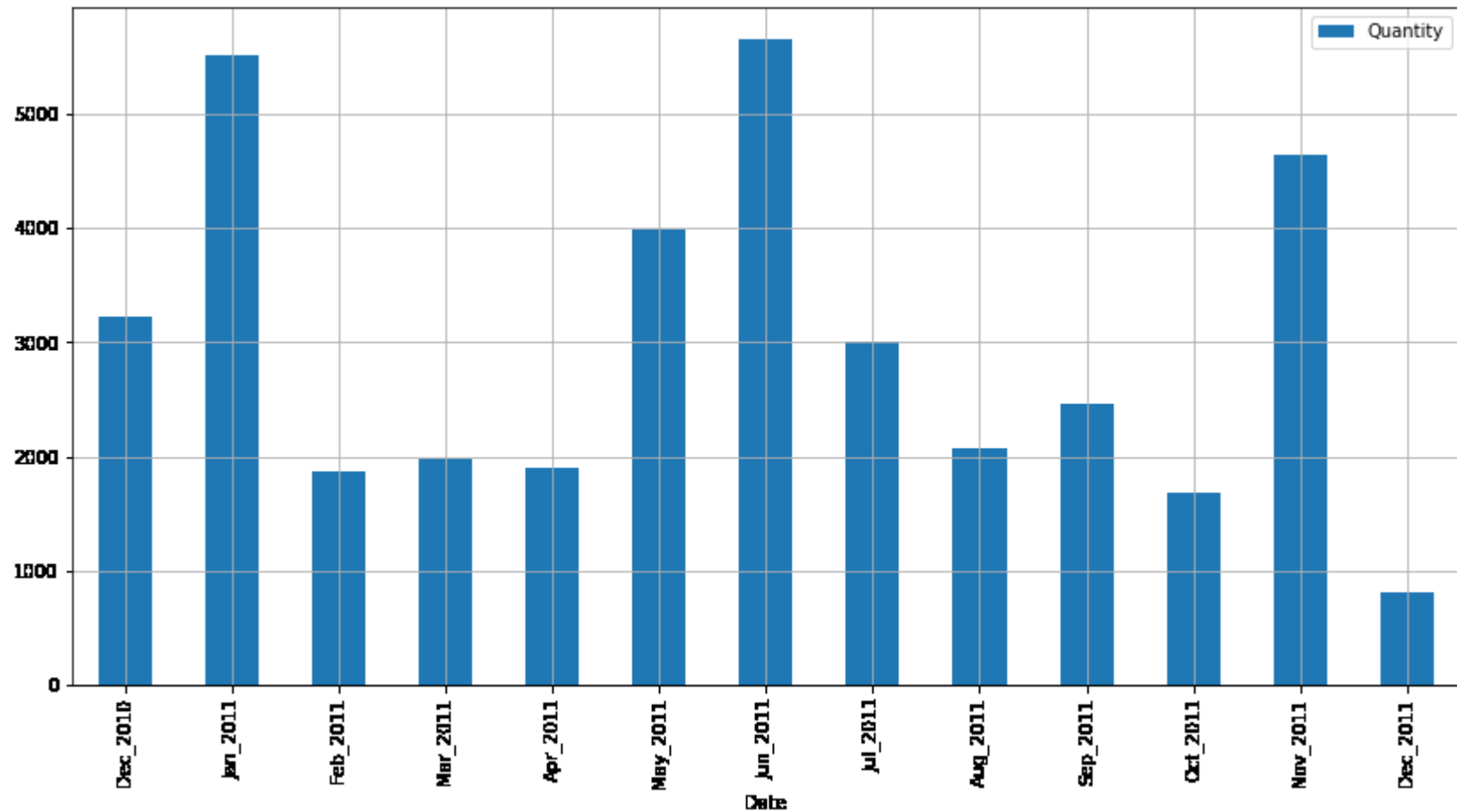


Purchase Frequency



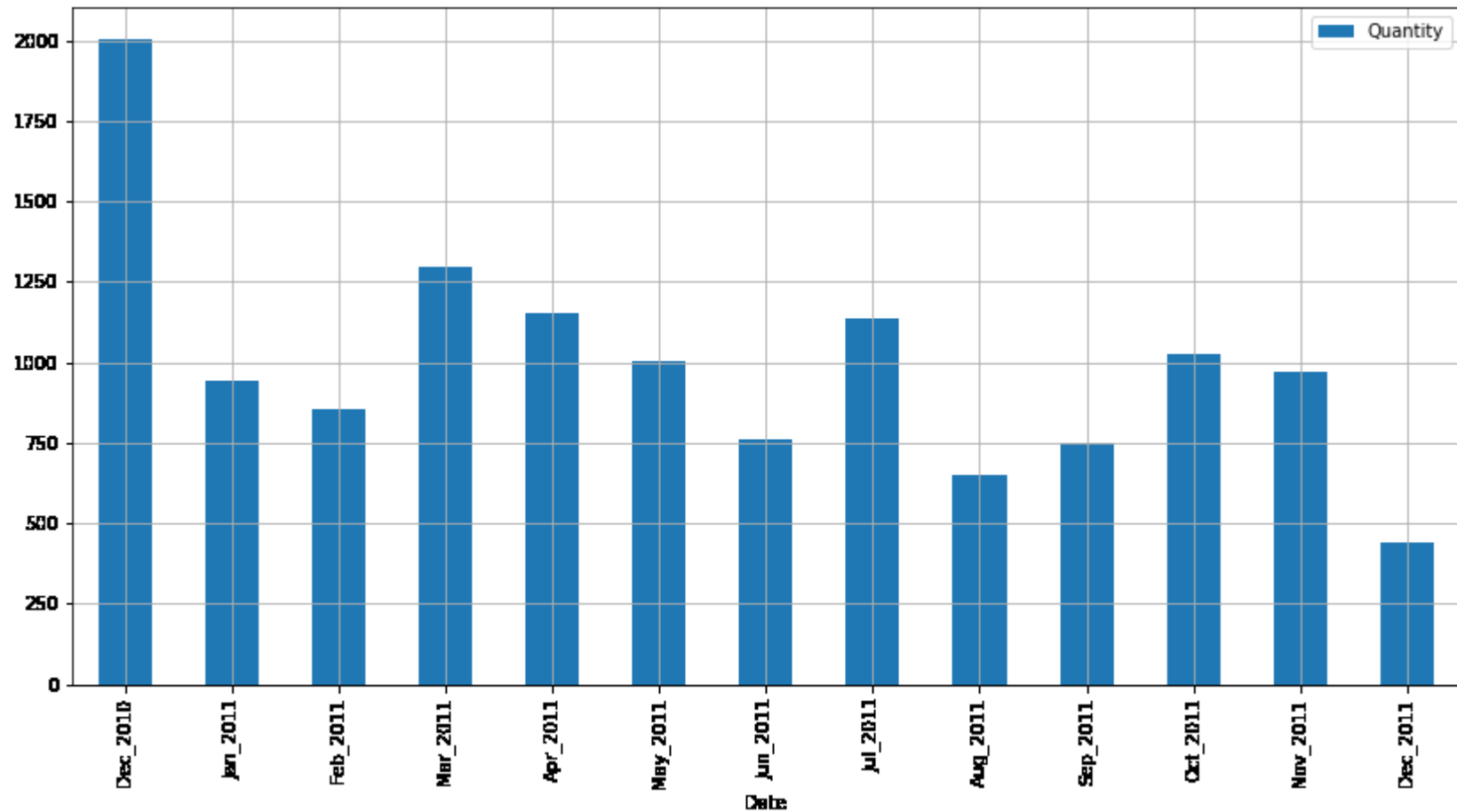
Top 3 Selling Product

No1.WHITE HANGING HEART T-LIGHT HOLDER



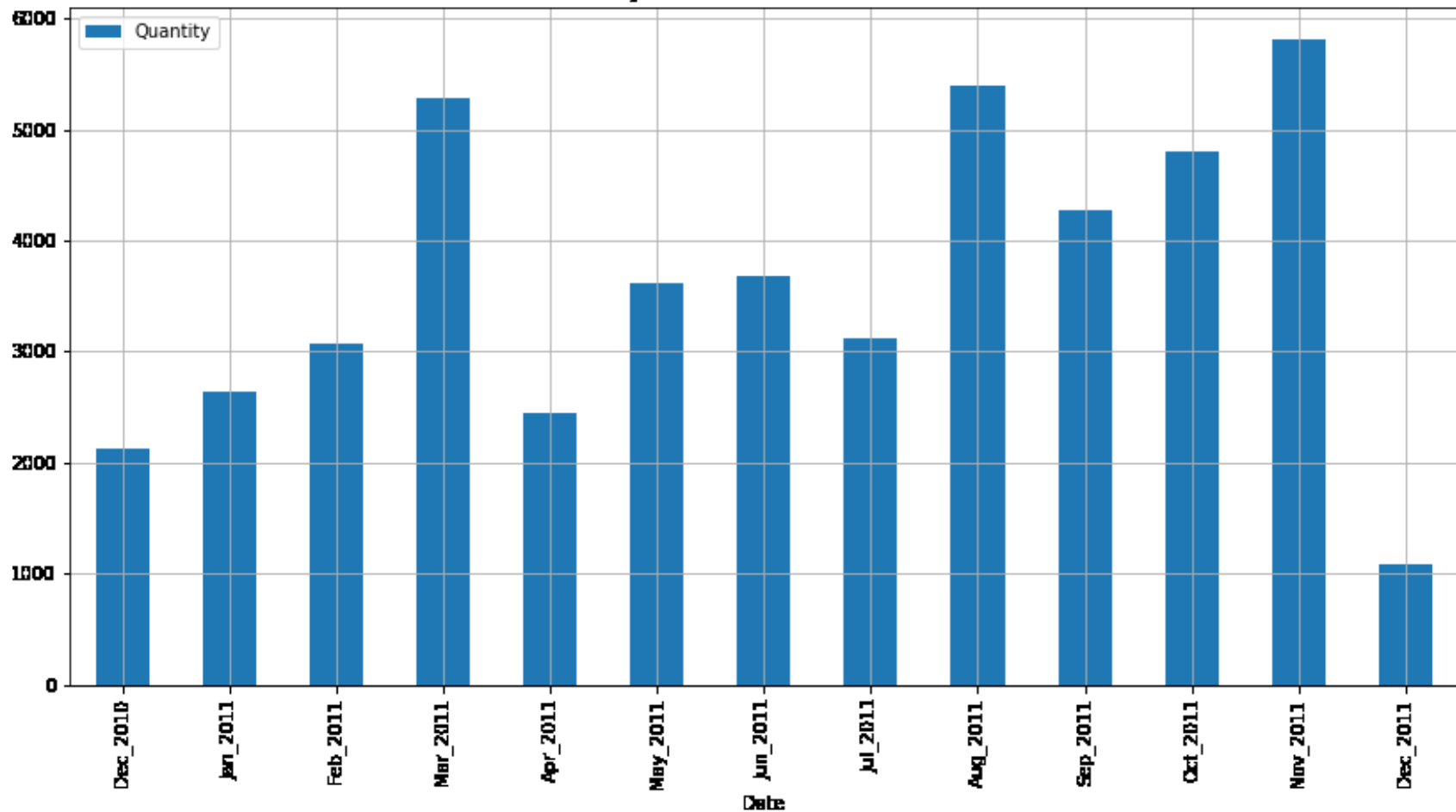
Top 3 Selling Product

No2:REGENCY CAKESTAND 3 TIER



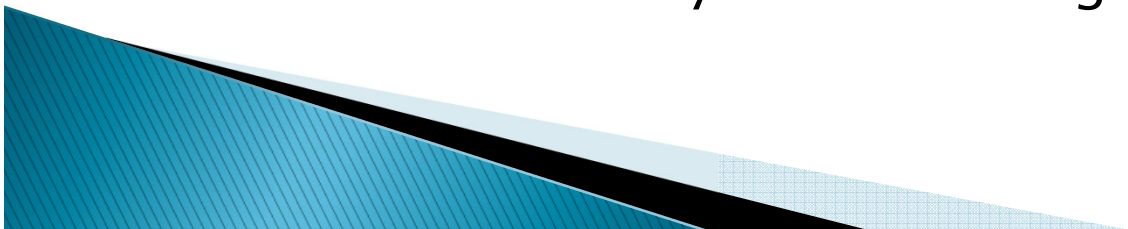
Top 3 Selling Product

No.3 JUMBO BAG RED RETROSPOT



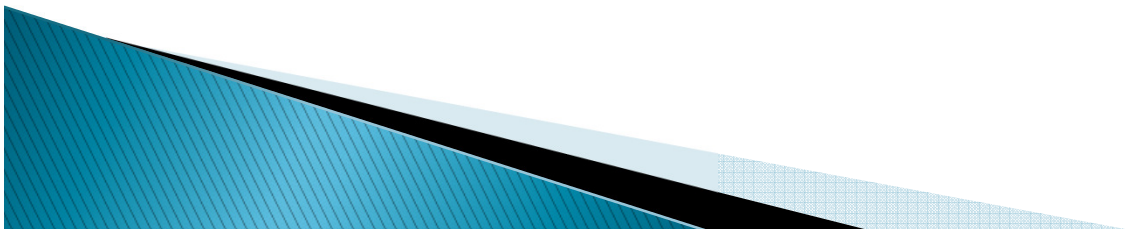
Conclusion

- ▶ I would recommend the company to study the top 10 products and R&D better products, to increase the company's product offering.
- ▶ Based on the top 3 selling product sales trend, it is clear that the wholesaler customer are stocking up in November 2011 for December 2011's Christmas Season. I would recommend procurement ensure that the stocks are in by mid Oct, so that marketing team produce marketing mechanics to market the products on the ecommerce website
- ▶ As for the offline sales trend, there is a dipped when comparing Dec2010 to Dec2011. The company might want to relook at their products offering or understand from the sales team why is there a huge drop in sales.



Conclusion Con't

- ▶ Based on the Average repeat purchase rate, the company should continue to improve the products offering or offers loyalty program in order to retain or attract more customers to increase their recurring purchase.
- ▶ The company might focus more on Netherland, Eire and France on how to boost the sales in the coming year.



Github Link

- ▶ <https://github.com/lilinchen84/Online-Retail-Analysis>

