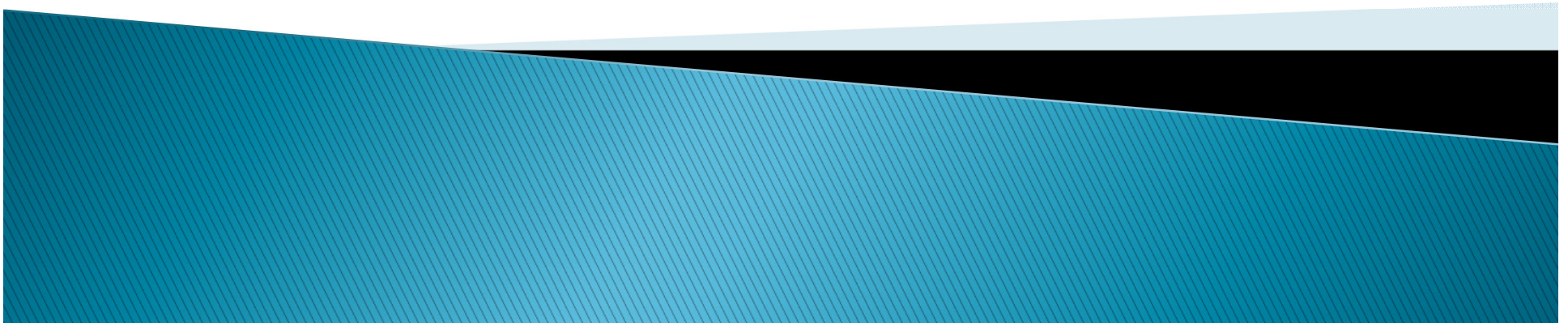


Final Project Presentation 2021

Online Retail Analysis

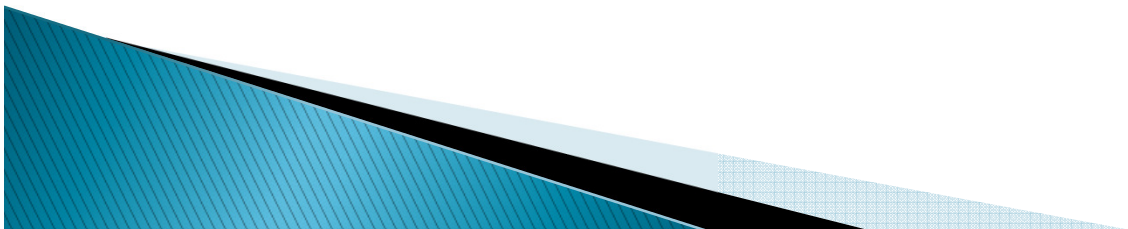
Created by : Chen Lilin

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



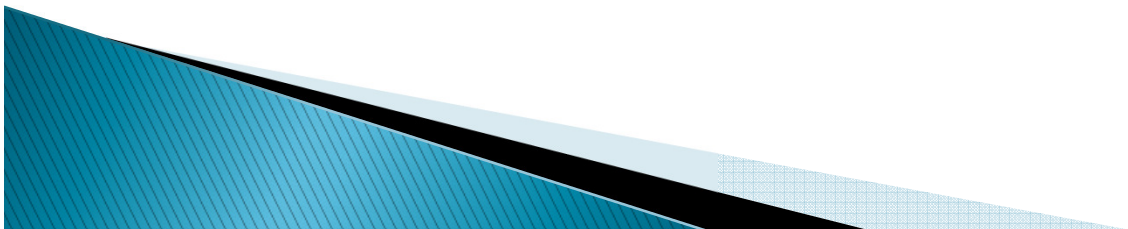
Data Cleaning

- ▶ Set date format
- ▶ Drop row that for country row that indicate 'Unspecified'
- ▶ Set Customer ID to integer
- ▶ Added new column to aid study the data further.



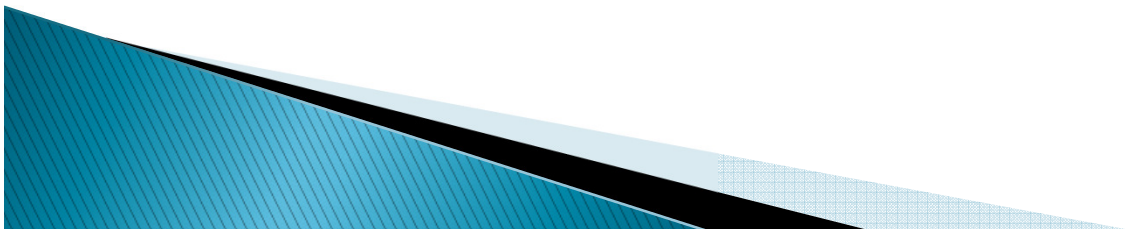
Data Insights

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

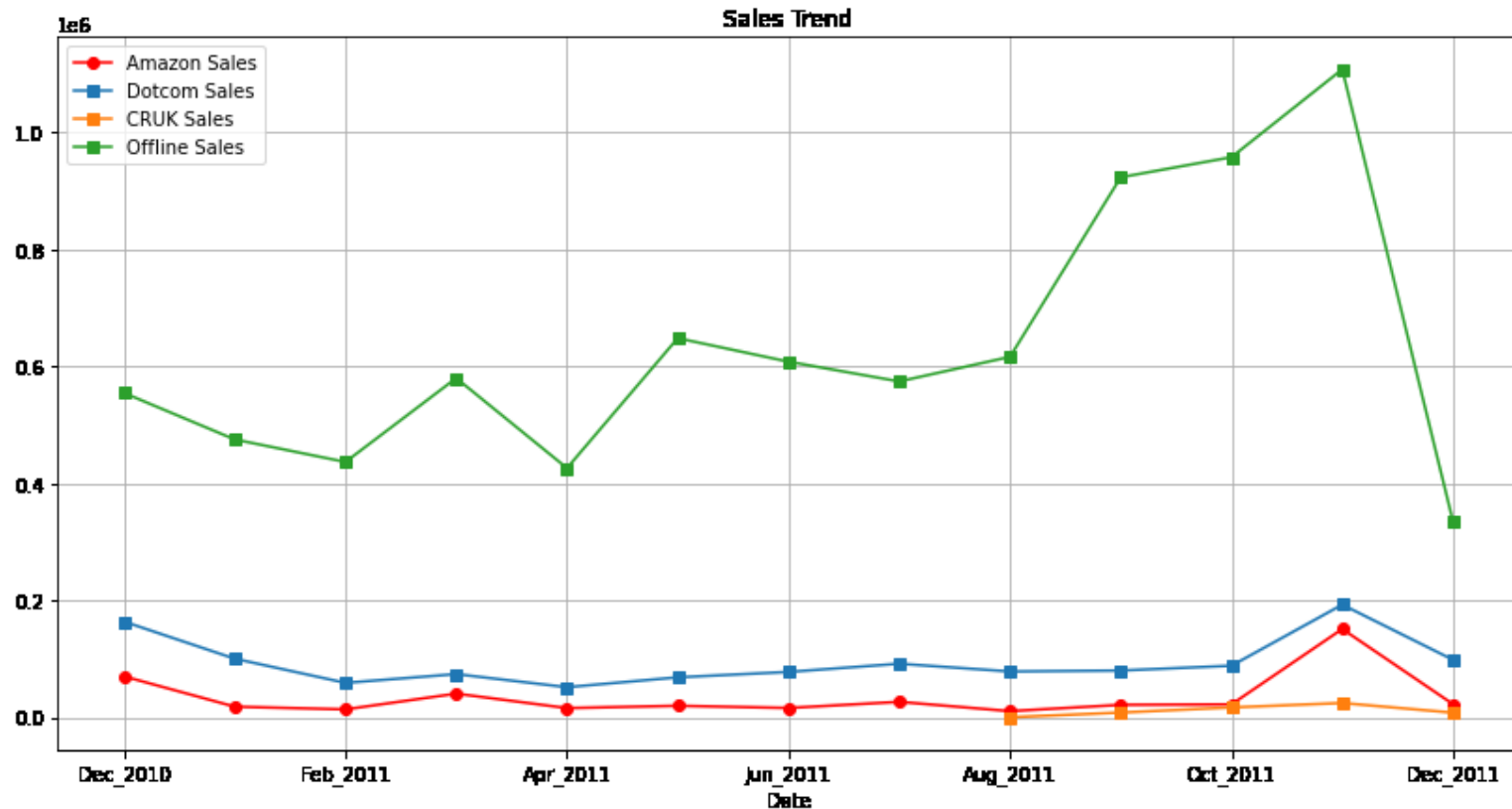


Overall Problem Statements

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

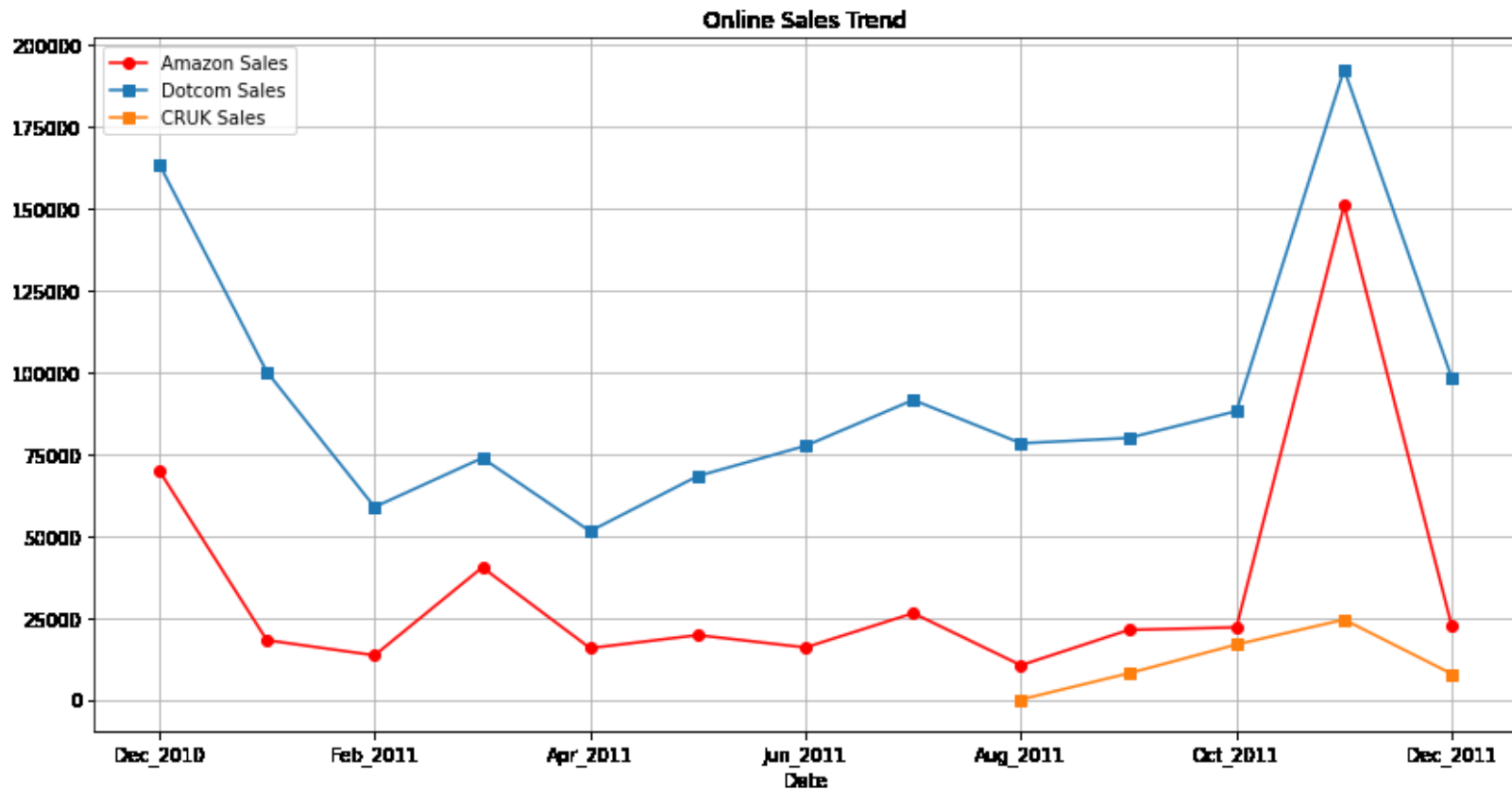


Overall Sales Trend

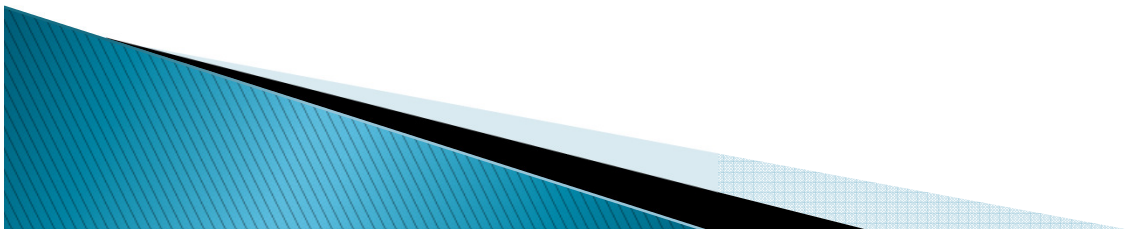


- Similar Sales Trend thru out the 13 months

Online Sales Trend

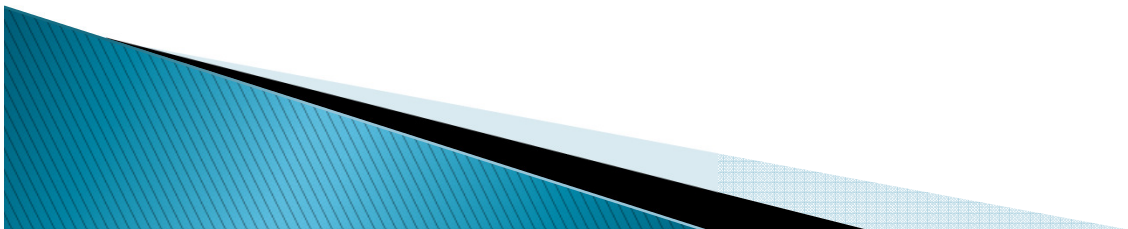


- CRUK Sales Online store has the lowest sales

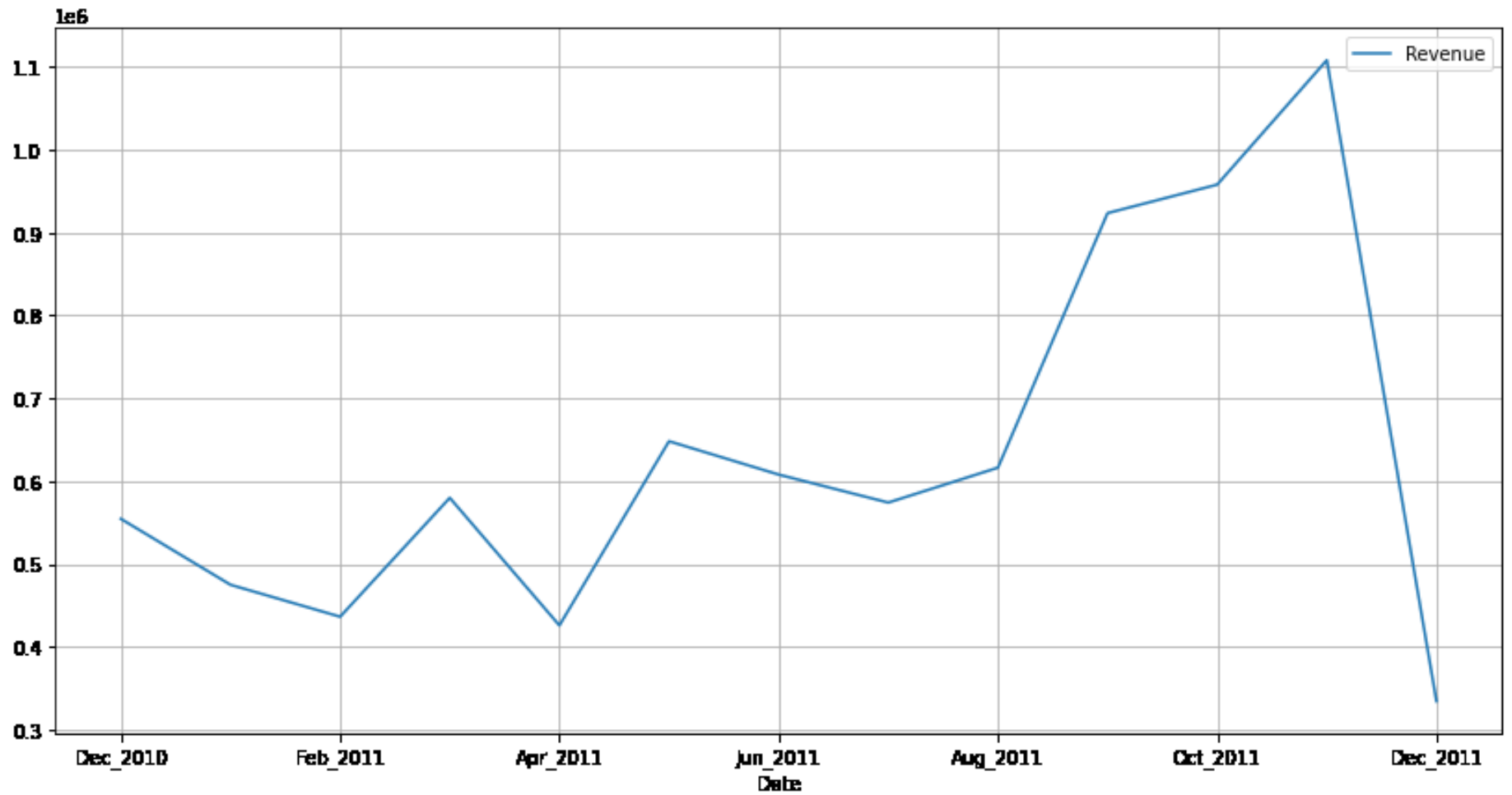


Online Sales Trend

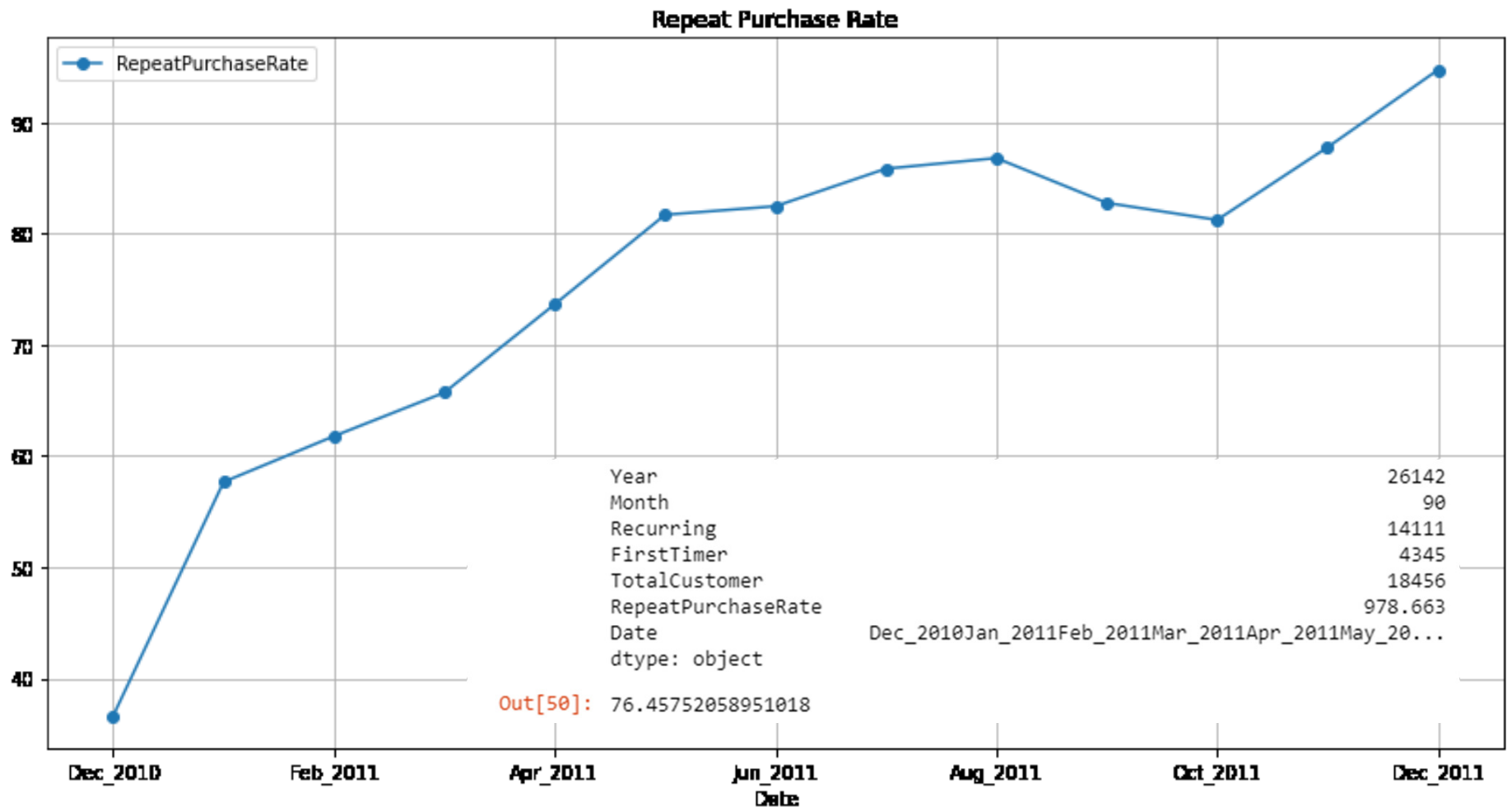
Ecom Platform	No Of Product
Dotcom	3276
Amazon	2682
CRUK	1121



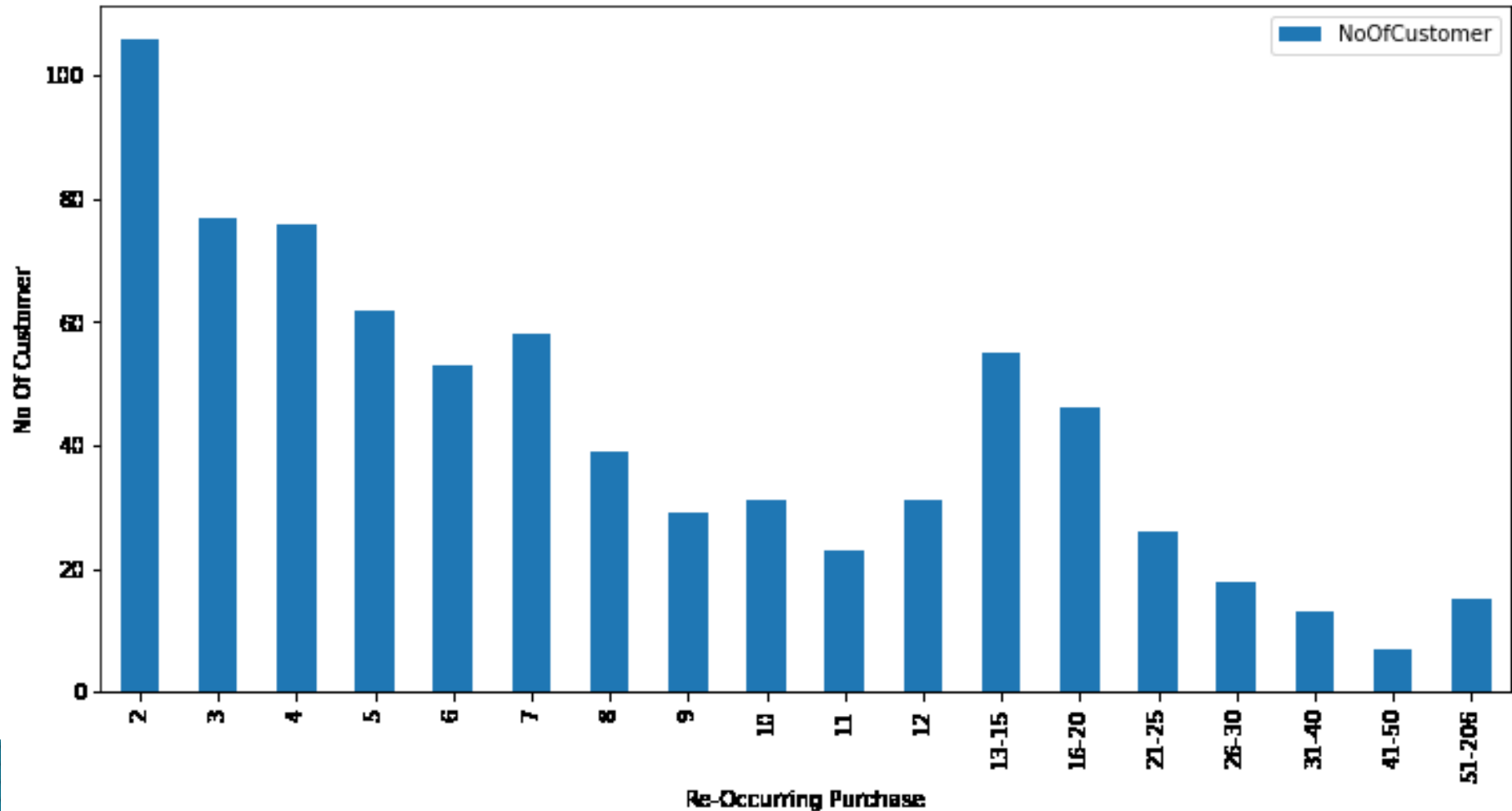
Retail Sales Trend



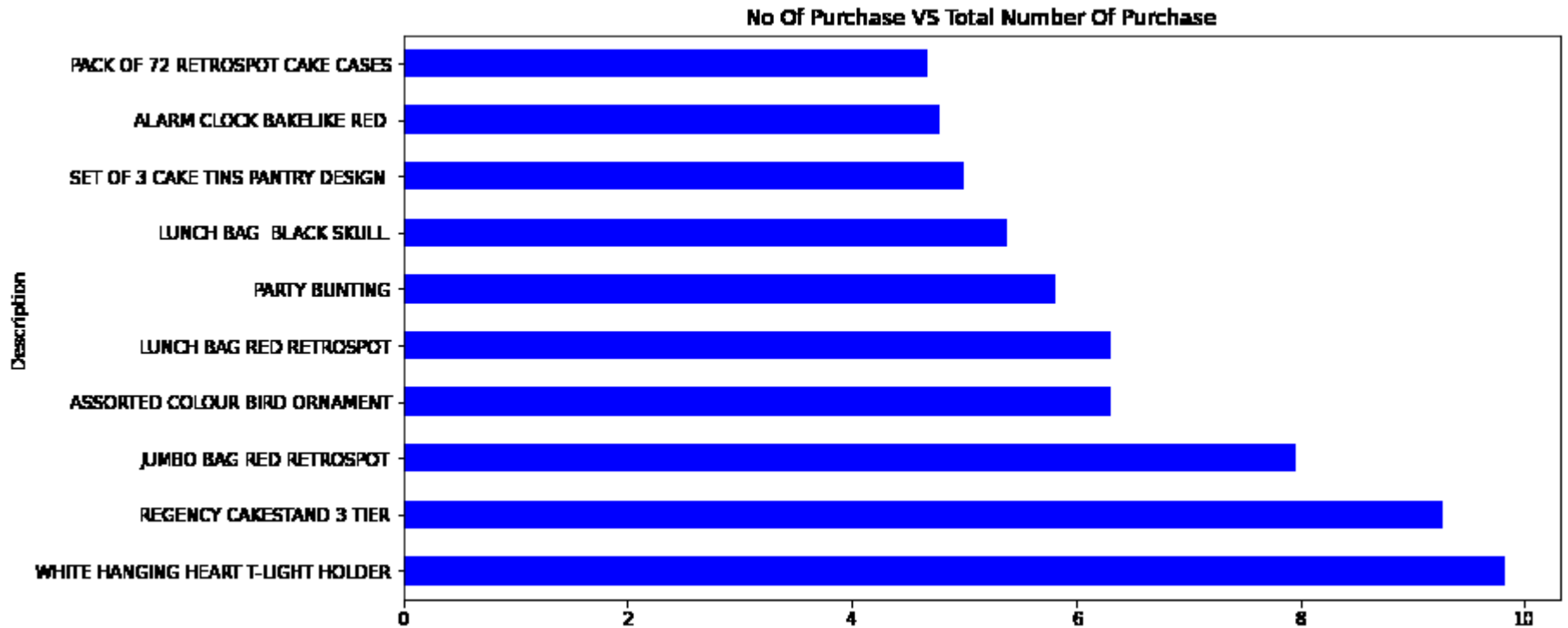
Repeat Purchase Rate



Customer Recurring Purchase

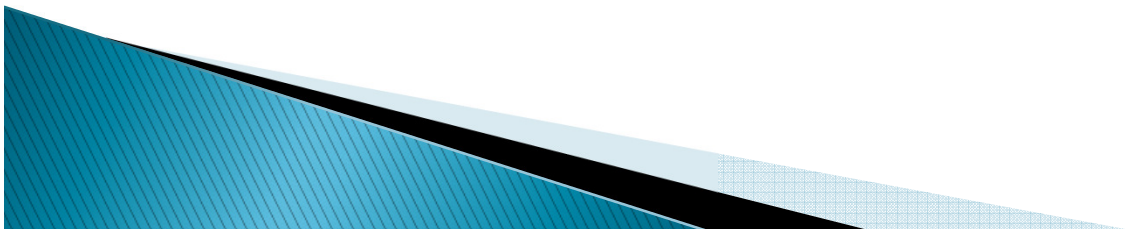
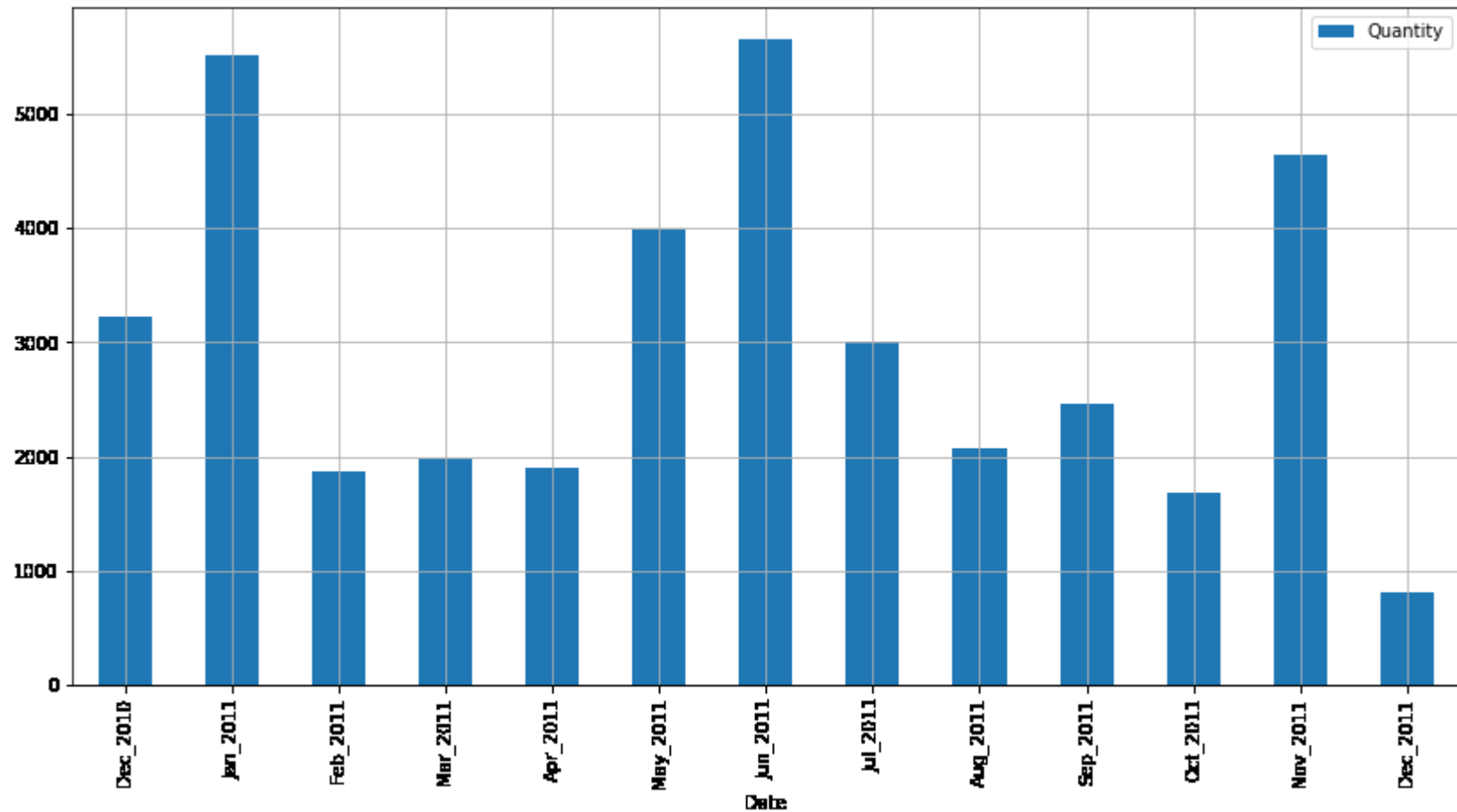


Purchase Frequency



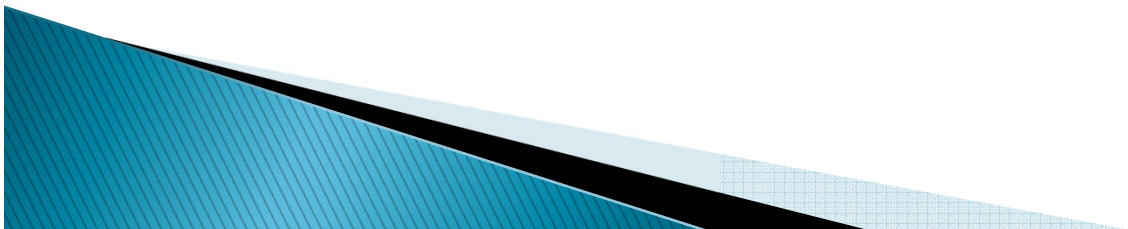
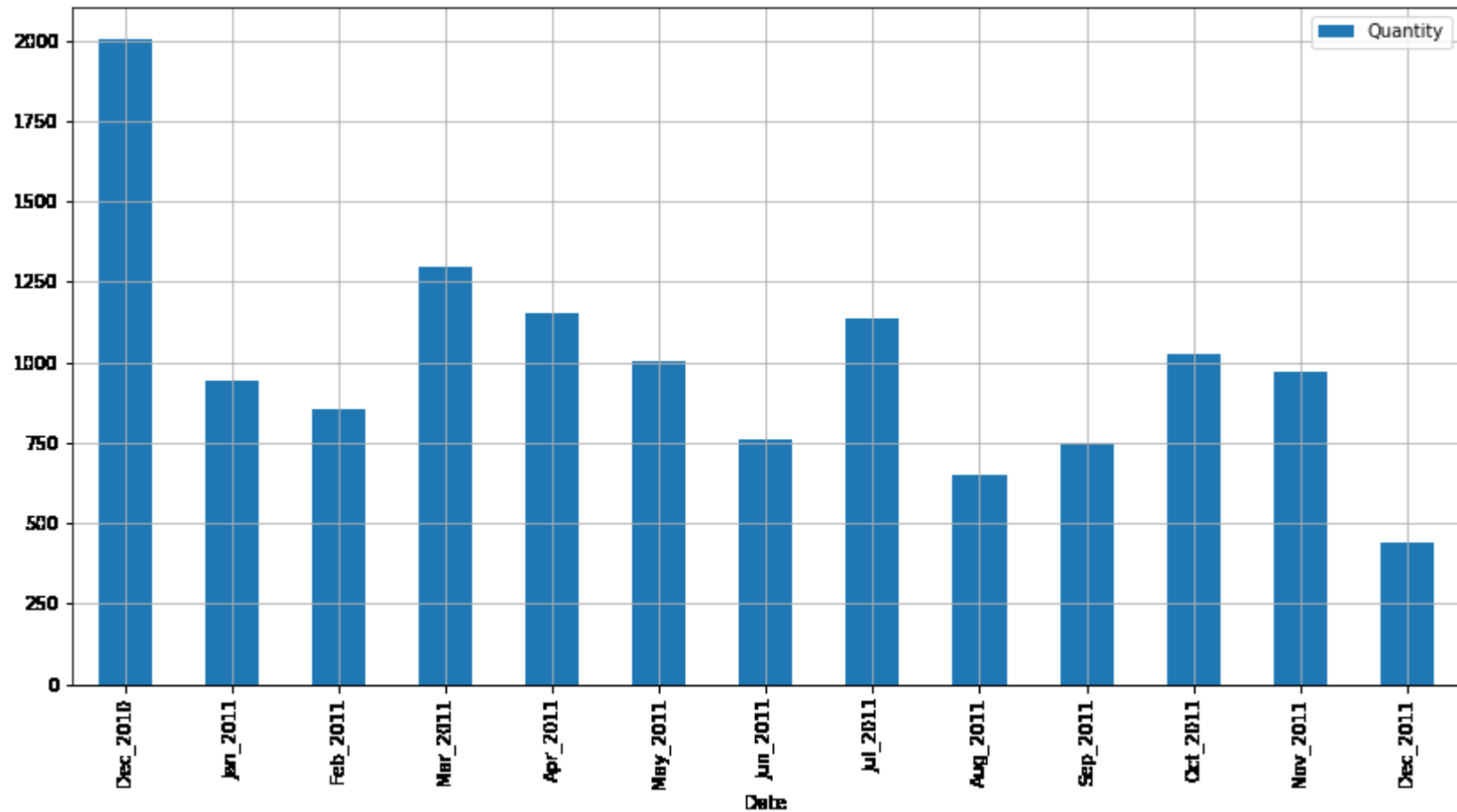
Top 3 Selling Product

No1.WHITE HANGING HEART T-LIGHT HOLDER



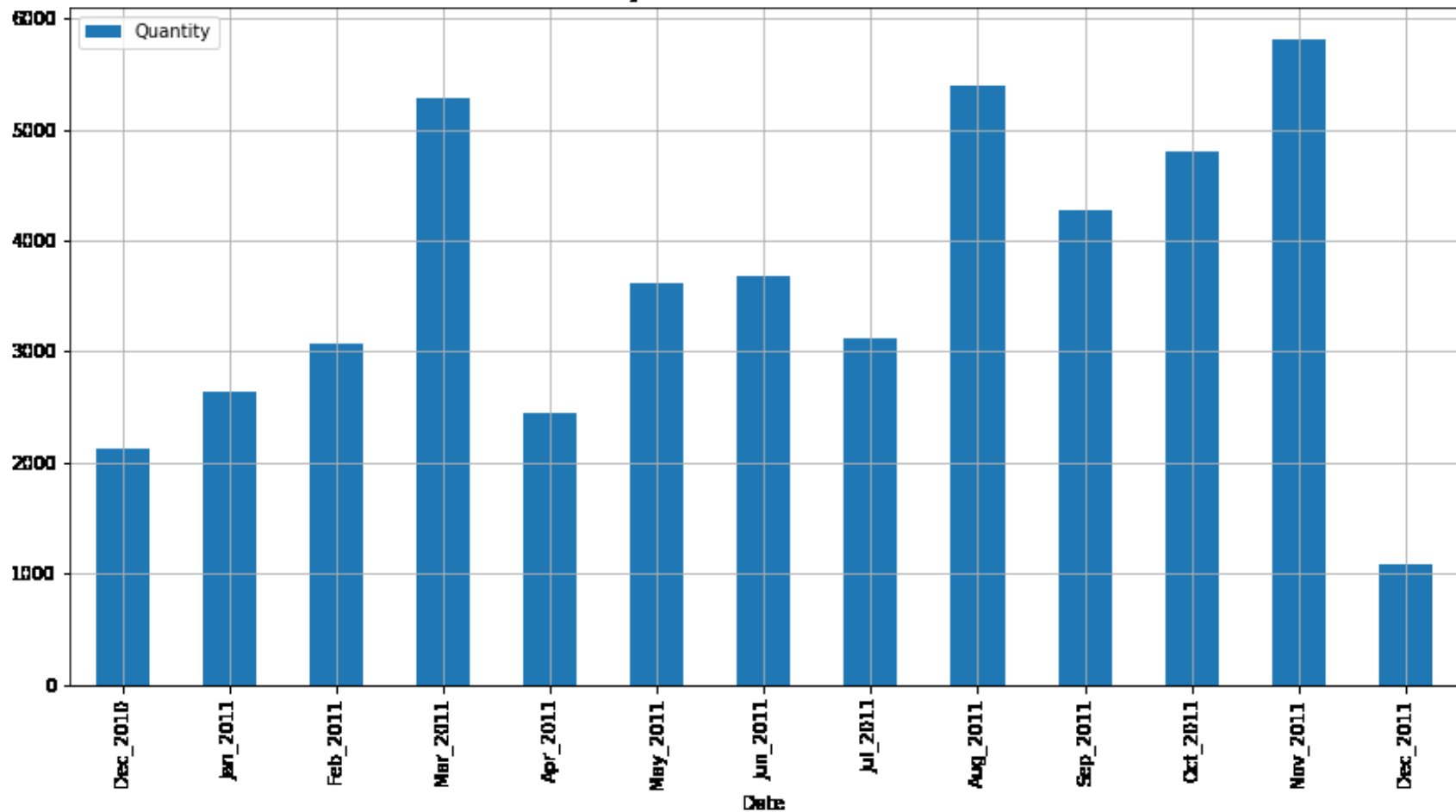
Top 3 Selling Product

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 sales forecast, there is a dipped when comparing Dec2010 to Dec2011. I would recommend the sales team to communicate with top spending customer to find out why



Conclusion Con't

- ▶ Based on the Average repeat purchase rate, I would recommend that the company continue to focus on the maintain or improve their current practice.

