# PRODUCT RANGE ANALYSIS

Transaction history of an online store specializing in household goods

29 November 2018 – 07 December 2019

GENERAL CONCLUSIONS

- November 2019 Peak: November 2019 stands out with the highest number of orders, suggesting increased customer activity during that month. This could be attributed to various factors such as seasonal promotions, holidays, or other marketing initiatives.

- Consistent Revenue Across Seasons: The revenue generated by the store remains consistent throughout the different seasons of the year. However, there are noticeable drops in revenue during January and April, suggesting potential seasonal variations or factors influencing customer purchasing behavior during these months.

- Top Categories: The kitchen and home categories emerge as the most popular among customers. These categories appear to resonate well with the target audience and contribute significantly to the store's success.

- Popular and Unpopular Products: The white hanging heart t-light holder is identified as the most popular product, highlighting its appeal to customers. On the other hand, the Regency cakestand 3 tier, while profitable, is the least popular product, possibly indicating a niche or specialized customer segment.

- Relationship between Unit Price and Quantity: On average, there is a slight negative correlation between unit price and quantity purchased. This indicates that higher unit prices are associated with slightly lower quantities purchased, potentially influencing overall revenue.

ORDERS DISTRIBUTION

Number of Orders per Month
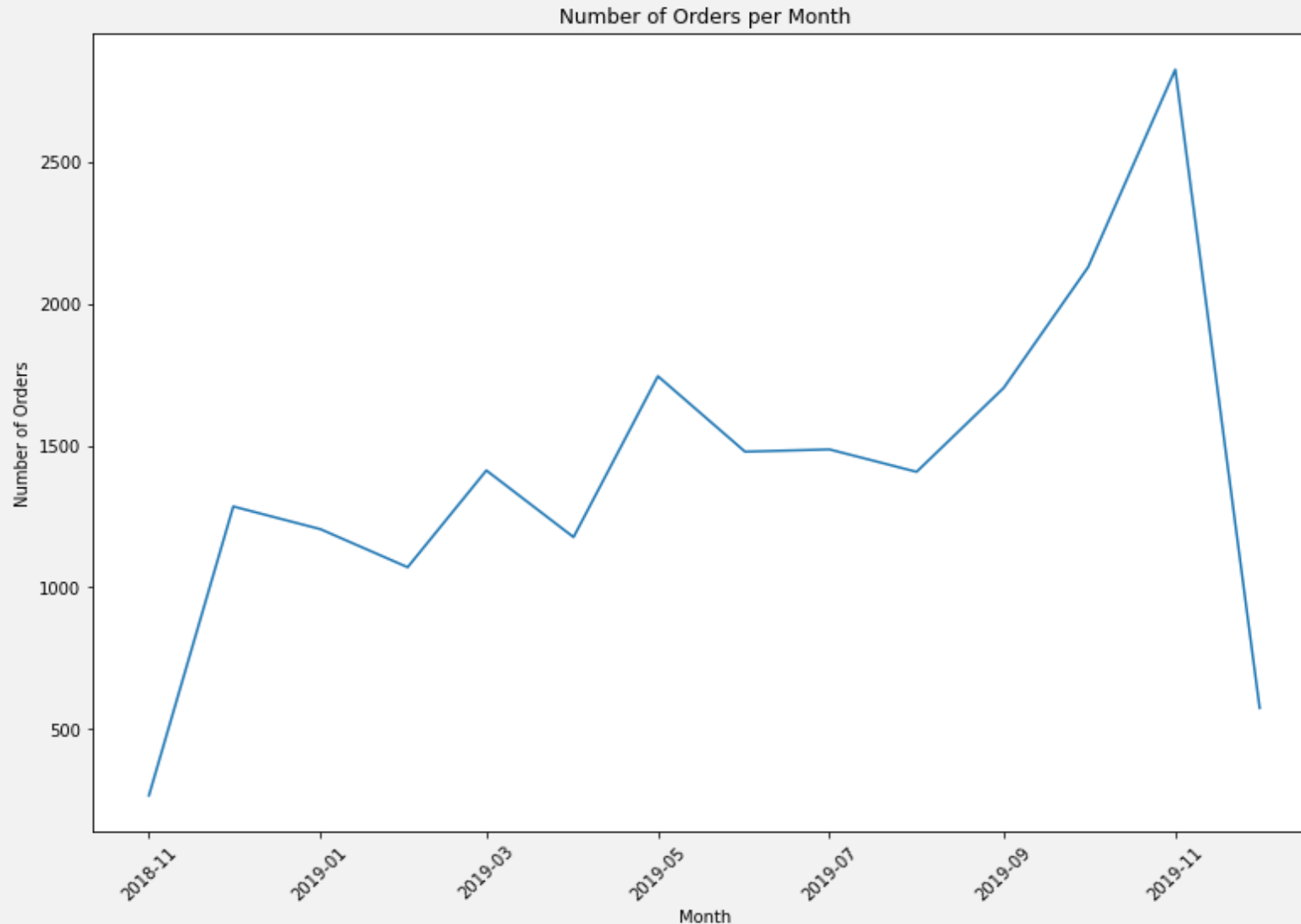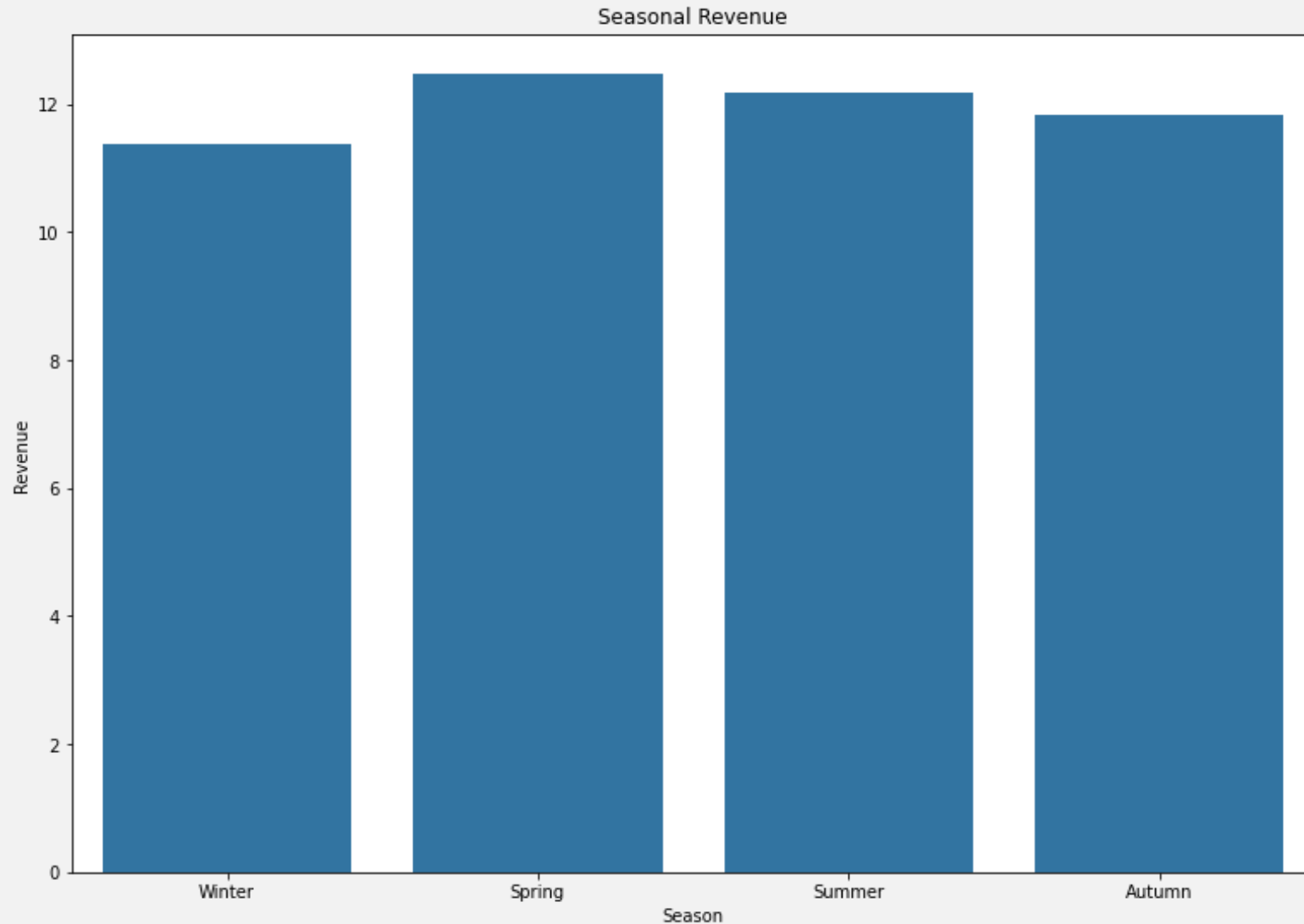
November 2019: **Highest** number of orders

October 2019: Close second in order volume

May 2019: Significant surge in orders

November 2018 and December 2019: **Relatively lower** order volumes due to data collection period

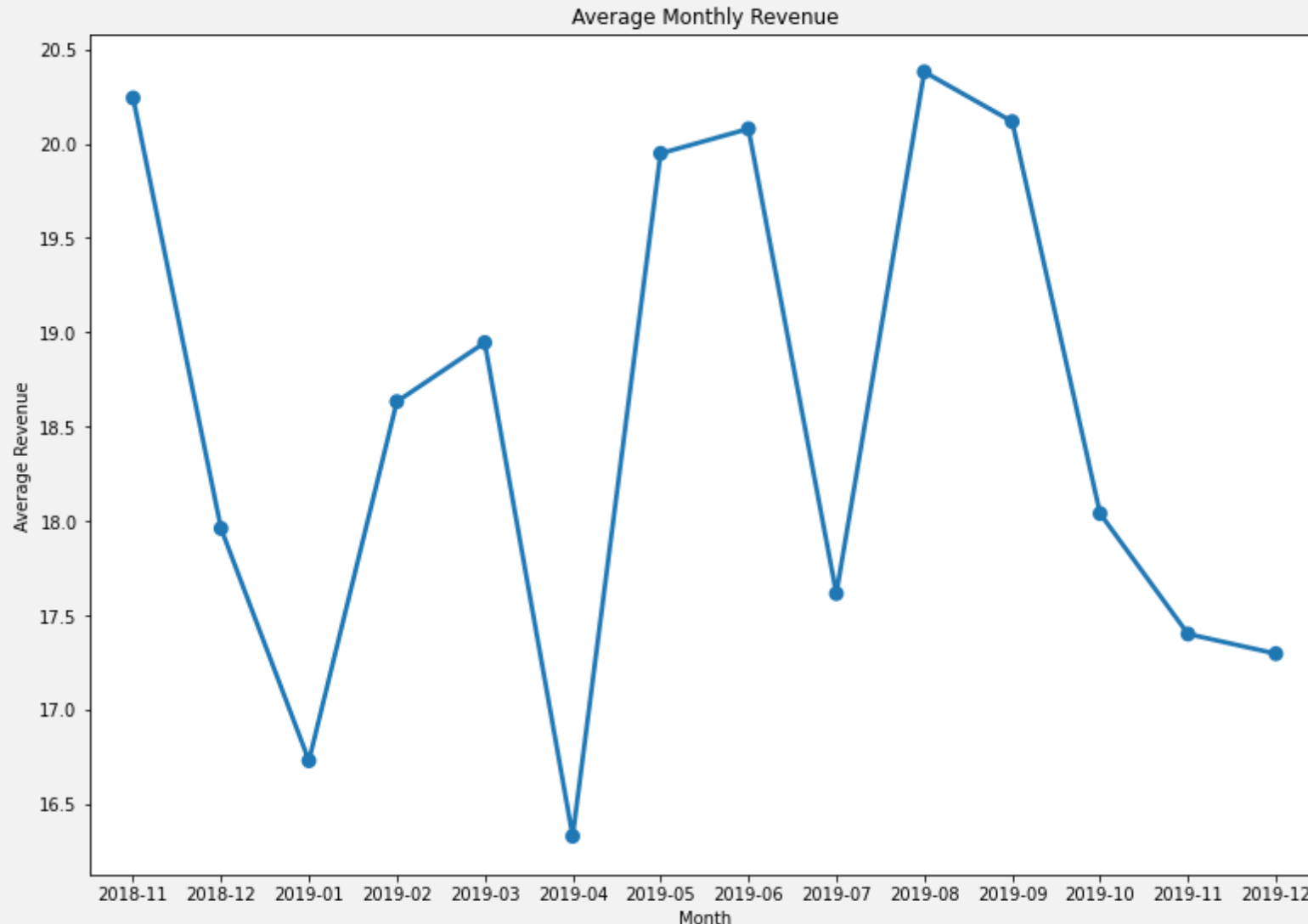Note: Data collection period does not include the full months of November 2018 and December 2019.

REVENUE ACROSS SEASONS

Seasonal Revenue

All seasons bring in profits, with **spring** leading the way in terms of revenue.

On the flip side, winter tends to have the lowest revenue.

REVENUE ACROSS MONTHS

Average Monthly Revenue

Lower revenue months align with customers purchasing cheaper products and/or higher order cancellations.
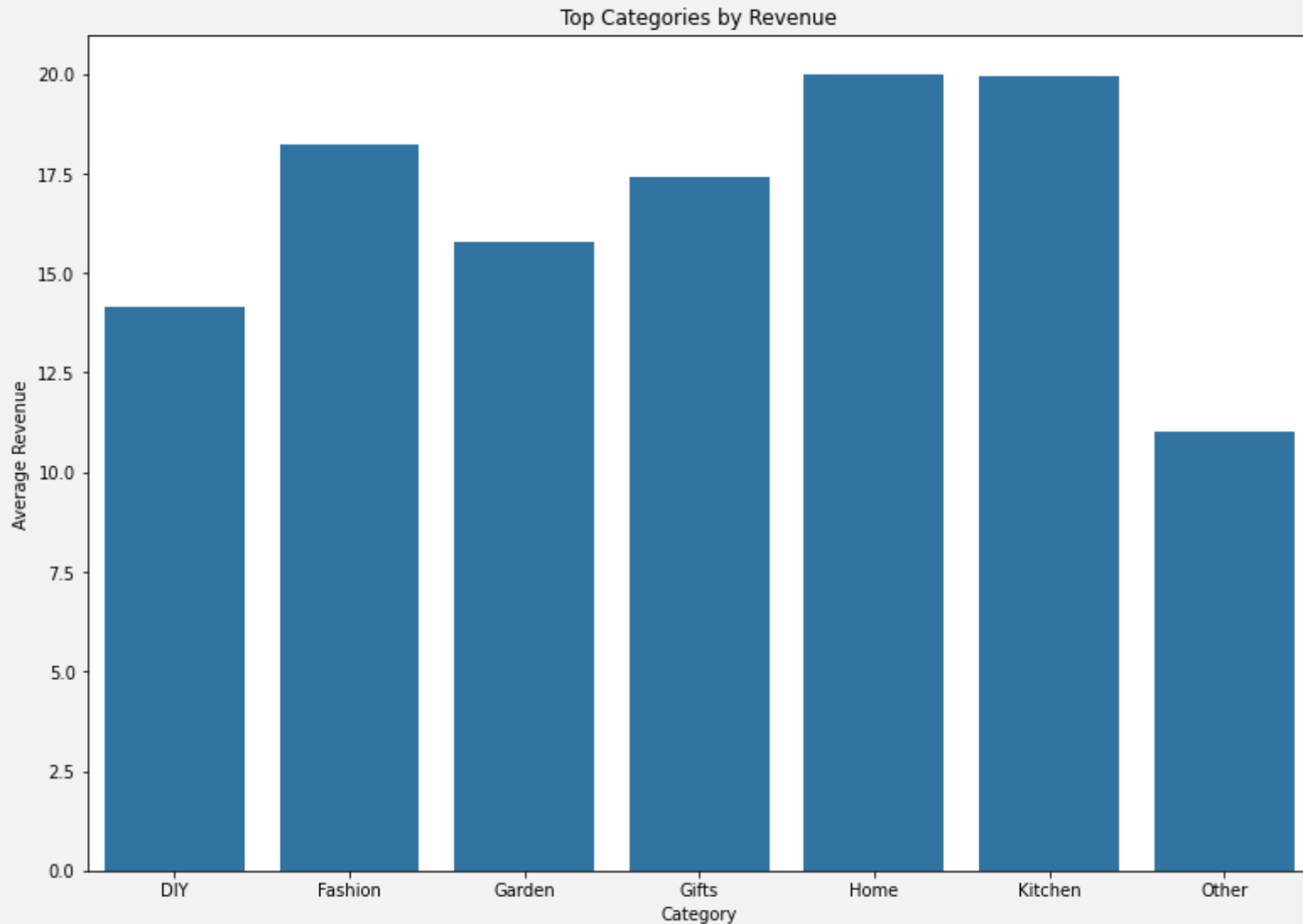
August 2019 and November 2018 show the **highest revenue**.

January 2019 and April 2019 have the lowest revenue

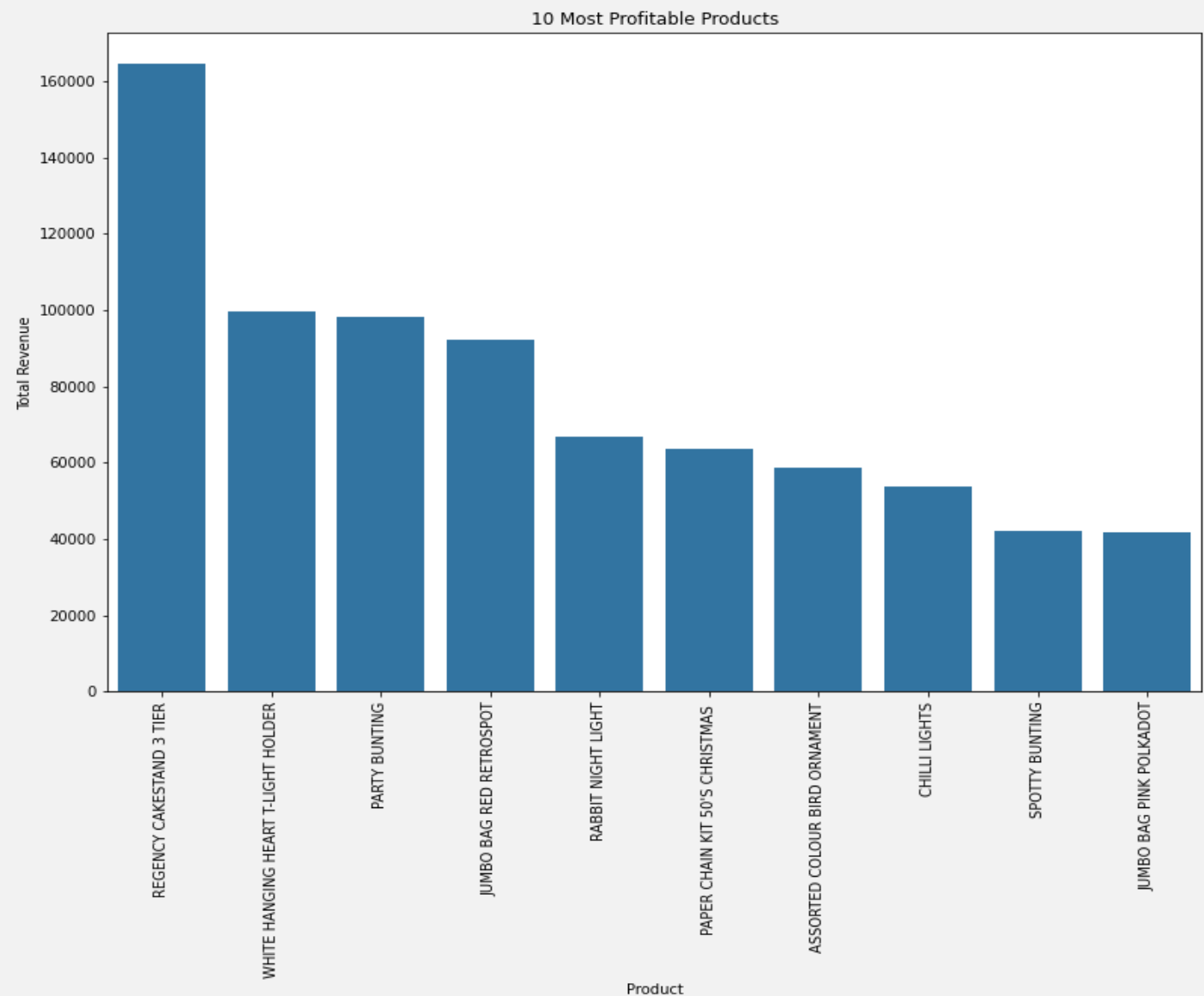November 2019 has a low revenue, **despite** having the highest number of orders.

Order quantity **does not guarantee** higher revenue.

TOP CATEGORIES

The **Home** and **Kitchen** categories are rocking the popularity charts, with **Fashion** not far behind.

PROFITABLE PRODUCTS

10 Most Profitable Products

The data clearly points out that the "White hanging heart t-light holder" and the "Regency cakestand 3 tier" take the crown as the **most sought-after** and profitable products.

UNPOPULAR PRODUCTS

10 Least Popular Products
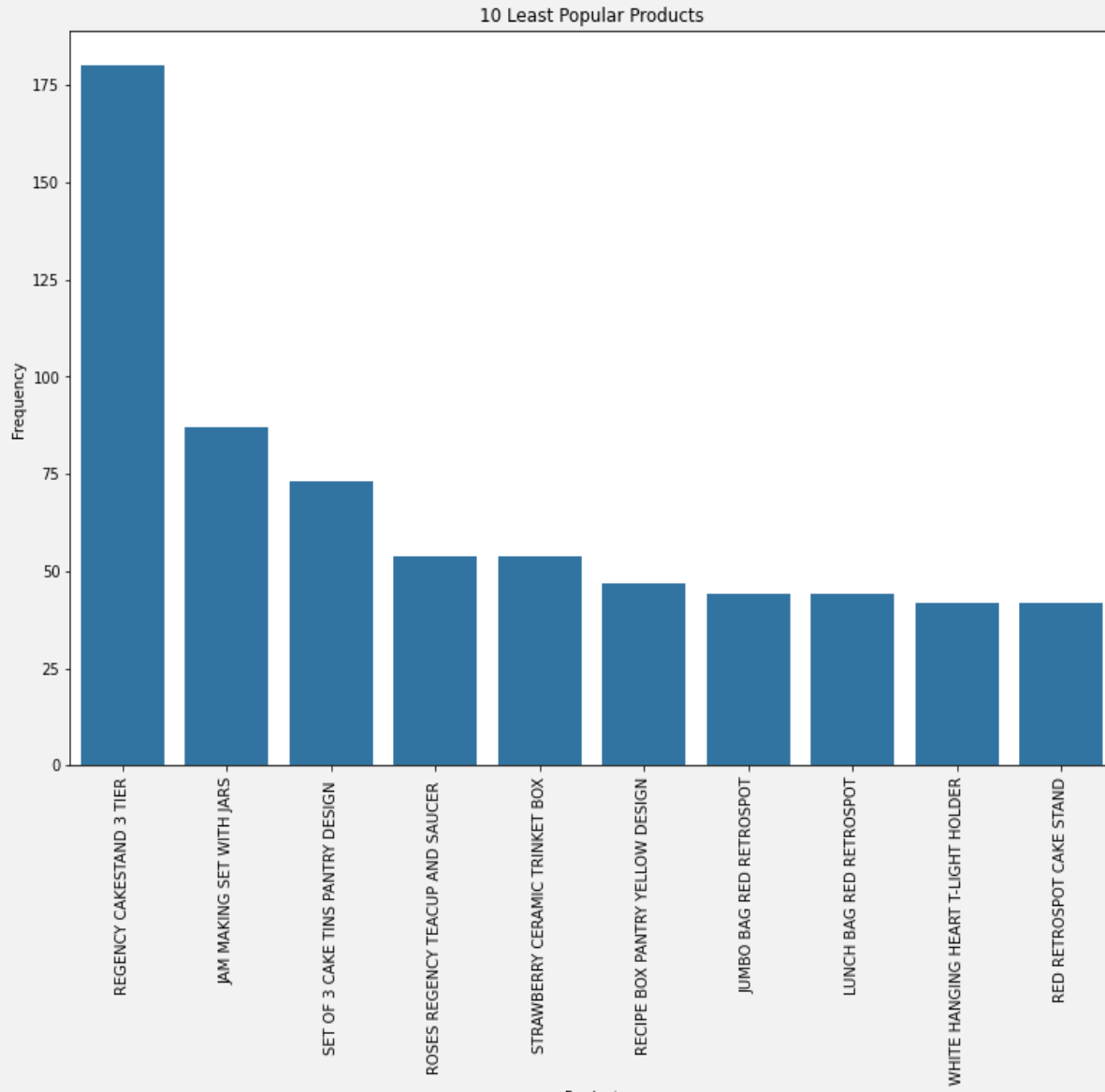
Even though the Regency cakestand 3 tier is a popular and profitable item, it has the highest rate of returns among other products. Contributing to revenue and attracting customers, it also experiences a relatively higher number of returns compared to other items.

RECOMMENDATIONS

- Give extra attention to expanding and improving the product range in the popular home and kitchen categories. Explore new products, collaborations, and exclusive offerings to meet customer demand.

- Investigate the reasons behind the high cancellation rate for the Regency cakestand 3 tier, despite its high revenue. Address any quality issues, customer feedback, or potential improvements to reduce cancellations. Consider diversifying the product range by exploring options from different suppliers.

- Boost advertising efforts during January and April, the months with lower revenue. Launch targeted campaigns, promotions, and incentives to attract customers and increase sales during these periods.

- Develop marketing strategies to raise awareness and sales for the DIY and Other categories, which currently have lower revenue. Highlight the unique features and value of these products to capture customer interest.