

CRM ANALYSIS



KAGGLE:[HTTPS://WWW.KAGGLE.COM/DATASETS/CARRIE1/ECOMMERCE-DATA?RESOURCE=DOWNLOAD](https://www.kaggle.com/datasets/carrie1/ecommerce-data?resource=download)



DATA SET OVERVIEW

This is a transnational data set containing data from 2010 – 2011 for a UK-based online store

The company mainly sells unique all-occasion gifts for wholesale customers





CUSTOMER INFO



4338

Customers

37

Countries

90%

UK based

Majority of the customers are located in the home country of the e-com store

36 countries make up for 2% or less of the overall CRM

8% of customers placed at least 1 order per quarter since 2010

43% of orders account for one time customers

+161% customer growth in Q1 2011

26% customer retention from Dec 2011 vs PYTD



ORDER INFO

\$1,407,819.96 total revenue

- 3896 products
- 22190 orders
- Average order volume of \$63.44
- Purchase frequency of 5.08

Orders placed in the UK account for 84% of total revenue and 82% of order quantity

Q4 of 2011 accounted for 34% of the years total order volume, generating the stores largest profit gains; +402% YoY

2011 saw consistent profit gains with increased order volume of +14% QoQ led by UK customers

Nov 2011 saw the highest order volume; +29% MoM

WORLD WAR 2 GLIDERS ASSTD DESIGNS was the most purchased items, selling more than 50,000 units in 478 total orders



